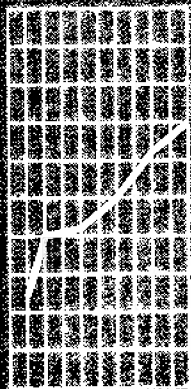




1997

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# Australian Wine and Grape Industry



## NOTES

### SYMBOLS AND OTHER USAGES

ABS	Australian Bureau of Statistics
ANZSIC	Australian and New Zealand Standard Industrial Classification
EVAO	Estimated value of agricultural operations
Lal	Litres of alcohol
OIV	Office International de la Vigne et du Vin
n.a.	not available
n.c.	not collected
n.e.c.	not elsewhere classified
p	preliminary
r	figure or series revised since previous issue
—	nil or rounded to zero

Where figures have been rounded, discrepancies may occur between sums of the component items and totals.

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### SOURCE MATERIAL

With the exception of Chapter 13, all sources cited in tables and graphs are to ABS publications and/or unpublished data.

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### INQUIRIES

For information about other ABS statistics and services, please refer to the back of this publication.

For further information about these statistics, contact Peter Carmalt on Adelaide (08) 8237 7632.

## PREFACE .....

Australian wine production is a dynamic and export-oriented activity. Australia, while contributing only 2% of the world wine production, is internationally regarded as one of the leaders of the 'New World' wine producing countries, competing successfully with the 'Old World' producers such as France, Italy, Spain and Germany.

Wine-related activities consist of two major operational areas, wine grape growing and winemaking. The Australian and New Zealand Standard Industrial Classification (ANZSIC) includes two industry classes covering these activities. These classes are Grape Growing (0114) and Wine Manufacturing (2183). However, these activities are sometimes combined, with winemaking companies growing their own wine grape supplies, and wine grape growers joining to operate cooperative winemaking ventures. In addition, some wine grapes are grown by agricultural businesses whose major activity is another type of farming. Likewise, some wine is produced by businesses whose major activity is not winemaking. These mixes of activities make it difficult to present a comprehensive view of wine-related activity by relying on data presented only according to an industry classification. This publication therefore contains both industry and activity statistics.

This publication is a summary of the statistics on grape and wine production and related activities collected by the Australian Bureau of Statistics (ABS) and from other sources. This issue contains preliminary estimates of area of vines, grape production by variety and State and regional data. It also contains data collected from winemakers regarding grapes crushed, wine and spirit production and stocks of wine. This is the only publication where detailed data from these collections are published and explanatory notes are available at the end of this publication. Other topics covered include the structure of the wine manufacturing industry, domestic wine sales, international trade, prices, consumption, wine regions of Australia, brandy sales, persons employed in wine and grape production, and world comparisons.

This is the fourth issue of a wine and grape statistics publication produced by the ABS. I welcome comments on the content and usefulness of this publication, to enable improvements to be made to future editions. Comments can be provided to the Wine Statistics Unit, Australian Bureau of Statistics, GPO Box 2272, Adelaide, SA 5001 or telephone Adelaide (08) 8237 7632.

W. McLennan  
Australian Statistician



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# CHAPTER 1

## OVERVIEW .....

### INTRODUCTION

Some of the major grape growing and winemaking indicators again reached record levels in 1996-97. This was despite a fall in grape production due to less favourable seasonal conditions than were experienced in 1995-96.

### WINE AND GRAPE INDUSTRY, Statistical Summary—1996-97

.....

Area of bearing vines(a)	ha	p71 451
Total grape production	t	p934 511
Fresh grapes crushed	t	797 992
Beverage wine production	million L	580.8
Beverage wine stocks(a)	million L	815.6
Domestic sales of Australian wine(a)	million L	333.6
Exports of Australian wine(a)	million L	154.4
Imports of wine	million L	13.6

.....

(a) Record levels registered in 1996-97.

Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0),  
Wine Statistics 1996-97, Wine and Spirit Production 1996-97,  
Stocks of Australian Wine and Brandy and Vineyards 1997.

### GRAPE GROWING

The total area of vines at harvest increased by 10% from 80,574 hectares in 1996 to a new record of 88,474 hectares in 1997. Of this area 71,451 hectares were bearing grapes and 17,024 hectares were not yet bearing. The total grape production from the 1997 harvest was 934,511 tonnes, down 152,310 tonnes or 14% on the record production in 1996. Decreases in total grape production were recorded in the major grape growing States with New South Wales down 7%, South Australia down 9% and most significantly, Victoria down 24%.

### WINEMAKING

Winemakers who crush 50 tonnes or more reported 797,992 tonnes of fresh grapes crushed for the 1997 vintage, down 10% on the record 1996 crush. Beverage wine produced by these winemakers during 1996-97 was 580.8 million litres, down 6% on the record 1995-96 volume. Despite the decreases in both the crush and beverage wine production from 1995-96, they are still the second highest levels ever recorded. Beverage wine production levels fell in all the major winemaking States with Victoria down 9% and New South Wales and South Australia down 6% between 1995-96 and 1996-97. Stocks of Australian produced beverage wine rose 4% to a record 815.6 million litres at 30 June 1997.

Australian wine production is highly concentrated amongst a few producers. While 229 winemaking businesses crushed 50 or more tonnes of grapes in 1996-97, the largest nine of these businesses crushed 64% of these grapes and produced 66% of beverage wine.

## GRAPES CRUSHED AND WINE PRODUCED—1996–97

Size	Winemakers	Grapes crushed	Beverage wine produced
tonnes crushed	no.	t	'000 L
50–400	143	19 430	(a)14 000
401–10 000	68	135 950	88 442
10 001–20 000	9	128 345	96 541
20 001 or more	9	514 267	381 796
<b>Total</b>	<b>229</b>	<b>797 992</b>	<b>580 779</b>

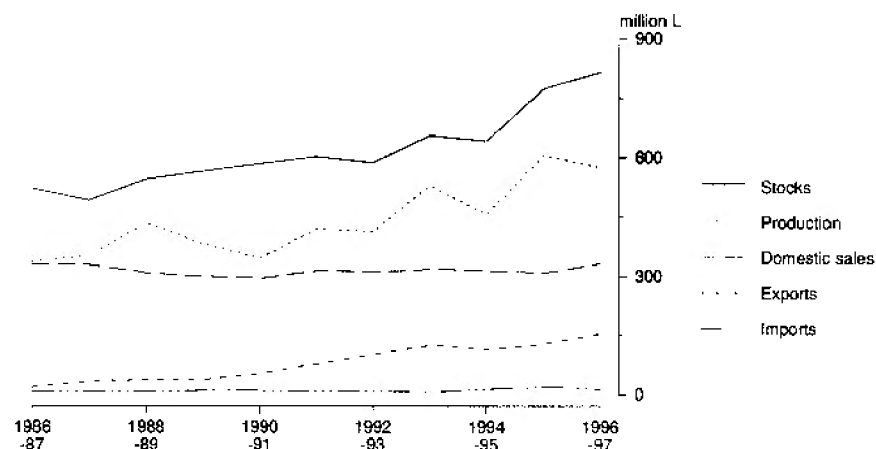
(a) Wine production is not collected from winemakers who crushed 50 to 400 tonnes but it is estimated to be 14 million litres (based on 700 litres per tonne extraction rate).

Source: Wine Statistics 1996–97 and Wine and Spirit Production 1996–97.

## INTERNATIONAL TRADE

Wine exports in 1996–97 were a record 154.4 million litres, up 19% on the previous record in 1995–96. The value of wine exported continued to increase, reaching a record high of \$603.3 million in 1996–97, up 28% on 1995–96. Imports of wine into Australia were 13.6 million litres in 1996–97, down 33% on the record high in 1995–96 of 20.3 million litres.

## BEVERAGE WINE TRADE



Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0), Wine Statistics 1996–97, Wine and Spirit Production 1996–97, Stocks of Australian Wine and Brandy.

While the amount of Australian produced wine available for disposal is affected by previous vintages and movement in stocks, domestic demand over the past three financial years has been met in part with imports, while substantial quantities of Australian wine were exported. The apparent move to maintain exports of Australian wine and make up the shortfall in the domestic demand with imported product seemed to lessen in 1996–97, most likely the result of record wine production from the 1996 vintage.

## CONSUMPTION

Wine available for consumption in Australia has remained relatively constant since 1991–92, increasing by 2% in the 4 year period to 1995–96. In 1996–97, wine available for consumption increased 5%, with an 8% rise in the domestic sales of Australian produced wine partly offset by a 33% fall in imports cleared for home consumption. Over a 50-year period consumption of wine in Australia has risen sevenfold from an average of 2.7 litres per person in the late 1930s to 20.2 litres per person in the late 1980s but has remained between 18 and 19 litres in recent years.

## WINE AVAILABLE FOR CONSUMPTION IN AUSTRALIA

Period	Domestic sales of Australian produced wine '000 L	Imports cleared for home consumption '000 L	Available for consumption '000 L	Apparent per capita consumption L
1991–92	314 830	8 703	323 533	18.6
1992–93	312 081	7 832	319 913	18.2
1993–94	319 534	8 341	327 875	18.5
1994–95	313 357	14 057	327 414	p18.2
1995–96	309 462	20 256	329 718	p18.1
1996–97	333 590	13 588	347 178	p18.8

Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).  
*Apparent Consumption of Selected Foodstuffs, Australia, Preliminary, 1996–97*  
 (Cat. no. 4315.0).

## DISPOSALS

Disposals of Australian produced wine have risen by 24% since 1991–92, with domestic sales of Australian produced wine up 6% and exports up 96% over this period.

## DISPOSALS OF AUSTRALIAN PRODUCED WINE

Period	Domestic sales of Australian produced wine '000 L	Exports of Australian produced wine '000 L	Total disposals '000 L
1991–92	314 830	78 679	393 509
1992–93	312 081	102 832	414 913
1993–94	319 534	125 464	444 998
1994–95	313 357	113 663	427 020
1995–96	309 462	129 671	439 133
1996–97	333 590	154 375	487 965

Source: *Sales of Australian Wine and Brandy by Winemakers*  
 (Cat. no. 8504.0).

## PRICES

Over the three previous vintages the average prices paid by winemakers for grapes had increased significantly, by 33% in 1994, 22% in 1995 and a further 7% in 1996. Prices were similar in 1997 to those in 1996, with an increase of 0.4%. Since 1989–90 wine grape prices have increased by 82%. In contrast, during the same period the average price of wine produced by winemakers (wholesale price) rose by 26% while the average price of table wine exported from Australia rose by 17%.

## CHAPTER 2

## VITICULTURE .....

### AREA OF VINES

Overall, 1996-97 was a record year for Australia's grapegrowers, with 88,474 hectares of vines being cultivated. This was an increase of 10% on the previous record of 80,574 hectares in 1995-96. The total area of vines increased in every State with New South Wales recording the highest total increase of 2,855 hectares (17%), closely followed by South Australia with an increase of 2,447 hectares (7%).

The area of vines not yet bearing (planted or grafted) during 1996-97 increased by 15% to 7,825 hectares compared with new workings in 1995-96. As in the previous year, South Australia was the major State for new plantings accounting for 44% of the newly planted vines for 1996-97. The total area of vines currently not bearing grapes increased by 8% while the area bearing grapes increased 10% to 71,451 hectares. The proportion of the total area not bearing grapes in 1996-97 remained at 19%. Existing vineyards expect to plant a further 5,895 hectares of vines in 1997-98. This would represent 7% of the current plantings. Of these new plantings, South Australian vineyards intend to plant 2,572 hectares (44%), and Victoria 1,495 hectares (25%).

### GRAPE PRODUCTION

Grape production of 934,511 tonnes in 1996-97 was down 14% from the record 1,086,821 tonnes harvested in 1995-96, but still 22% higher than the 1994-95 harvest. Total grapes harvested fell in all States except Queensland. Victoria recorded the highest fall in production with a drop of 100,578 tonnes or 24%. South Australia regained its position as the largest grape producing State with a harvest of 369,237 tonnes, followed by Victoria with 326,424 tonnes.

The yield per hectare of bearing vines decreased to 13.1 tonnes in 1996-97 due to less favourable seasonal conditions than were experienced in the record 1995-96 season.. Victoria achieved the highest yield per hectare of 15.3 tonnes, down from 21.5 tonnes per hectare in 1995-96.

### GRAPE VARIETIES

Red grape varieties covered 37,763 hectares in 1996-97, an increase of 19% on the 1995-96 figure. About 56% of the growing area for red grapes was in South Australia with the largest region being the South Eastern District with 5,412 hectares. The area covered with white grape varieties increased by 4% to reach 50,711 hectares. White grape varieties comprised 57% of the total area of vines grown in 1996-97, a fall of 4 percentage points on the previous year.

The new plantings of red grape varieties covered 5,037 hectares with the main varieties being Shiraz (1,968 hectares) and Cabernet Sauvignon (1,692 hectares). There were 2,788 hectares of new plantings of white grape varieties in 1996-97, with the main varieties being Chardonnay (1,198 hectares), Semillon (432 hectares) and Sultana (282 hectares). The main red varieties which grapegrowers intend to plant in 1997-98 are Cabernet Sauvignon (1,766 hectares), Shiraz (1,688 hectares) and Merlot (688 hectares). The main white varieties are Chardonnay (456 hectares), Semillon (226 hectares) and Sultana (141 hectares).

## AREA AND PRODUCTION OF VINEYARDS

AREA OF VINES.....					GRAPE PRODUCTION(a).....				
Bearing	Not yet bearing (planted or grafted).....				Total	Wine- making(c)	Drying	Table and other	Total
	Prior to collection year	During collection year	Intended plantings 1997 to 1998(b)						
	ha	ha	ha	ha	ha	t	t	t	t
.....									
New South Wales									
1993-94	13 288	487	546	14 322	n.c.	141 145	37 671	8 669	187 485
1994-95	12 626	729	1 082	14 437	n.c.	104 687	25 823	8 439	138 950
1995-96r	13 768	1 932	1 182	16 883	n.c.	167 556	46 687	10 841	225 084
1996-97p	15 863	1 622	2 253	19 738	1 451	174 536	23 918	11 613	210 066
Victoria									
1993-94	19 535	732	779	21 047	n.c.	167 083	164 058	28 092	359 233
1994-95	18 989	1 094	1 509	21 591	n.c.	137 613	112 981	26 840	277 435
1995-96r	19 834	1 506	1 763	23 103	n.c.	199 325	193 156	34 522	427 002
1996-97p	21 296	2 286	1 520	25 102	1 495	179 963	105 216	41 245	326 424
Queensland									
1993-94	1 001	60	93	1 154	n.c.	413	—	3 636	4 049
1994-95	894	85	71	1 050	n.c.	380	—	3 523	3 903
1995-96r	967	92	113	1 171	n.c.	618	—	3 366	3 984
1996-97p	1 086	120	152	1 359	34	721	—	3 772	4 493
South Australia									
1993-94	24 842	1 253	1 382	27 477	n.c.	338 558	9 880	2 499	350 936
1994-95	27 237	2 274	3 092	32 603	n.c.	320 169	6 714	2 913	329 797
1995-96r	27 153	4 826	3 310	35 289	n.c.	395 834	7 229	3 769	406 832
1996-97p	29 665	4 645	3 426	37 736	2 572	362 475	4 230	2 532	369 237
Western Australia									
1993-94	2 435	167	111	2 713	n.c.	12 959	1 261	2 561	16 781
1994-95	2 415	197	175	2 788	n.c.	12 314	1 487	2 740	16 541
1995-96r	2 803	453	385	3 642	n.c.	17 234	1 398	3 288	21 920
1996-97p	3 103	423	432	3 958	313	17 279	1 119	3 348	21 746
Tasmania									
1993-94	260	72	29	362	n.c.	1 125	—	—	1 125
1994-95	293	67	40	400	n.c.	2 200	—	—	2 200
1995-96r	324	88	63	475	n.c.	1 988	—	1	1 989
1996-97p	339	102	41	482	27	1 496	—	—	1 496
Australia(d)									
1993-94	61 362	2 771	2 940	67 074	n.c.	661 282	212 870	45 456	919 608
1994-95	62 454	4 446	5 969	72 869	n.c.	577 364	147 006	44 456	768 827
1995-96r	64 858	8 900	6 816	80 574	n.c.	782 565	248 470	55 786	1 086 821
1996-97p	71 451	9 199	7 825	88 474	5 895	736 478	134 483	63 549	934 511

(a) Fresh weight.

(b) Planted or grafted after 1997 vintage but prior to 1998 vintage.

(c) Wine grape production data are less than grape crushings data in Chapter 4 (see paragraph 4 of the Explanatory Notes).

(d) Includes Australian Capital Territory and Northern Territory for 1996-97 and 1993-94 but excludes them for other years.

Source: Vineyards 1997.

## AREA AND PRODUCTION OF GRAPE VARIETIES—1996-97p

AREA OF VINES.....					GRAPE PRODUCTION(a).....				
Bearing	Not yet bearing (planted or grafted).....		Total	Intended plantings 1997 to 1998(b)	Wine- making	Drying	Table and other	Total	
	Prior to collection year	During collection year							
	ha	ha							ha
.....									
Red grapes									
Cabernet Franc	523	22	10	555	27	4 812	59	—	4 871
Cabernet Sauvignon	7 771	1 756	1 692	11 219	1 766	67 015	—	16	67 031
Currant	1 099	42	30	1 171	31	4 559	10 780	49	15 388
Grenache	1 898	65	50	2 014	25	24 198	23	23	24 244
Malbec	286	19	10	315	7	3 203	228	—	3 431
Mataro	554	30	31	614	25	7 629	41	17	7 688
Merlot	1 117	523	821	2 461	688	10 331	—	—	10 331
Muscat a Petit Grains									
Rouge/Rosé	214	23	10	246	6	1 627	—	105	1 732
Pinot Noir	1 583	195	118	1 896	126	13 924	—	—	13 924
Ruby Cabernet	623	108	133	864	110	11 400	—	11	11 410
Shiraz	9 126	2 316	1 968	13 410	1 688	94 848	—	33	94 882
Tarrango	63	—	9	73	—	2 213	—	—	2 213
Other red grapes	2 546	224	155	2 925	130	6 691	238	18 266	25 195
Total	27 404	5 323	5 037	37 763	4 628	252 448	11 369	18 519	282 336
White Grapes									
Chardonnay	10 551	1 965	1 198	13 713	456	119 678	—	663	120 341
Chenin Blanc	715	53	26	793	19	13 254	32	50	13 335
Colombard	1 069	65	97	1 231	71	28 459	—	—	28 459
Crouchen	122	2	2	126	—	1 686	—	—	1 686
Doradillo	453	7	11	471	2	10 638	—	2	10 640
Marsanne	97	3	25	124	41	859	—	—	859
Muscadelle	286	2	2	290	3	2 597	—	1	2 597
Muscat a Petit Grains									
Blanc	270	6	5	281	—	3 697	207	26	3 930
Muscat Gordo Blanco	3 155	124	131	3 410	23	65 300	4 913	304	70 517
Palomino	270	12	10	292	—	4 599	—	3	4 602
Pedro Ximenes	212	2	—	214	—	2 669	—	—	2 669
Riesling	3 272	86	65	3 423	43	32 907	42	4	32 953
Sauvignon Blanc	1 322	242	161	1 725	94	13 328	—	12	13 340
Semillon	3 728	643	432	4 803	226	52 829	—	3	52 832
Sultana	14 531	382	282	15 195	141	97 023	114 528	30 593	242 144
Taminga	45	—	—	46	—	917	—	—	917
Traminer	525	17	33	574	1	5 322	—	—	5 322
Trebianco	841	8	5	854	1	14 941	—	3	14 944
Verdelho	438	94	88	620	44	3 467	—	—	3 467
Waltham Cross	502	8	5	514	6	1 888	2 888	1 577	6 352
Other white grapes	1 644	159	212	2 015	97	7 973	506	11 791	20 270
Total	44 047	3 876	2 788	50 711	1 268	484 030	123 114	45 031	652 176
Total	71 451	9 199	7 825	88 474	5 895	736 478	134 483	63 549	934 511

(a) Fresh weight.

(b) Planted or grafted after 1997 vintage but prior to 1998 vintage.

Source: Vineyards 1997.

## GRAFTED ON ROOTSTOCK OR PLANTED ON OWN ROOTS

In 1995–96, for the first time data were collected for two premium red and two premium white varieties about whether they were grown on rootstock or their own roots. Early analysis of these data suggested that three of the four varieties produce a higher yield per hectare grafted on rootstock than when planted on own roots.

However, for 1996–97 the data suggests that all four varieties produced a higher yield per hectare when grafted on rootstock. Chardonnay grafted on rootstock produced a yield per hectare of 13.8 tonnes compared to 10.1 tonnes when planted on own roots. Semillon showed little difference in yield per hectare with 14.4 tonnes when it was grafted on rootstock and 14.1 tonnes when planted on own roots. The Shiraz red grape variety produced a yield per hectare of 11.8 tonnes on rootstock while the yield was 10.1 tonnes when planted on own roots. Cabernet Sauvignon recorded a large difference with a yield of 11.7 tonnes per hectare when on rootstock and 8.0 tonnes per hectare when on own roots.

## SELECTED GRAPE VARIETIES GRAFTED ON ROOTSTOCK OR PLANTED ON OWN ROOTS(a)—1996–97p

AREA OF VINES.....					GRAPE PRODUCTION(b).....				
		Not yet bearing (planted or grafted)...							
	Bearing	Prior to collection year	During collection year	Total	Intended plantings 1997 to 1998(c)	Wine- making	Drying	Table and other	Total
	ha	ha	ha	ha	ha	t	t	t	t
.....									
<b>Red grapes</b>									
Cabernet Sauvignon									
Grafted on rootstock	1 384	404	488	2 275	658	16 129	—	10	16 139
Planted on own roots	6 348	1 349	1 204	8 900	1 108	50 748	—	6	50 753
Total	7 731	1 753	1 692	11 175	1 765	66 877	—	16	66 892
Shiraz									
Grafted on rootstock	1 596	806	500	2 702	538	18 827	—	6	18 832
Planted on own roots	7 529	1 711	1 467	10 706	1 149	76 019	—	28	76 047
Total	9 125	2 316	1 967	13 408	1 688	94 846	—	33	94 879
<b>White grapes</b>									
Chardonnay									
Grafted on rootstock	3 854	862	460	5 176	229	53 303	—	60	53 363
Planted on own roots	6 583	1 059	727	8 369	218	65 894	—	603	66 497
Total	10 438	1 921	1 187	13 545	447	119 197	—	663	119 859
Semillon									
Grafted on rootstock	833	287	140	1 259	70	11 968	—	—	11 968
Planted on own roots	2 894	355	291	3 540	156	40 849	—	3	40 852
Total	3 726	642	432	4 800	225	52 817	—	3	52 820

(a) Excludes Tasmania.

(b) Fresh weight.

(c) Planted or grafted after 1997 vintage but prior to 1998 vintage.

Source: Vineyards 1997.

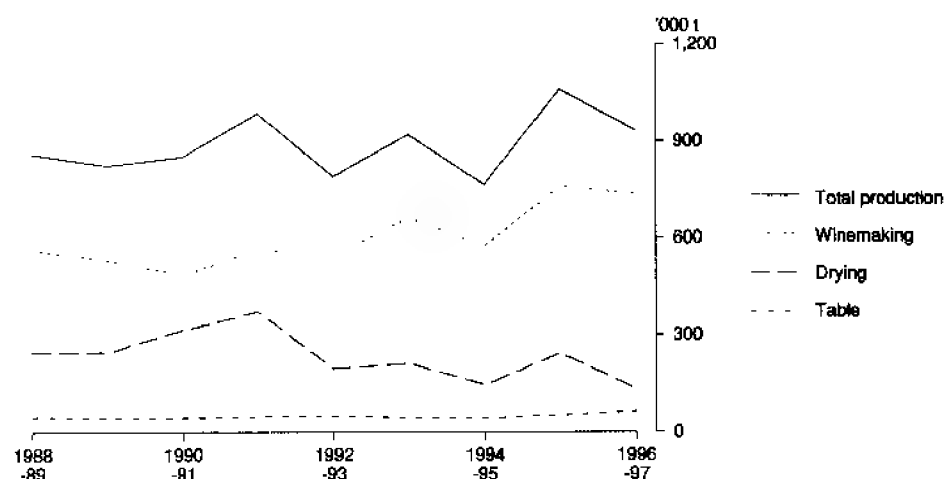
## INTENTIONS OF USE

In 1996–97, a total of 736,478 tonnes of grapes produced were intended for winemaking, a decrease of 6% from the previous year's record of 782,565 tonnes, but still well above the 1994–95 production of 577,364 tonnes. The proportion of the total grape production intended for use in winemaking increased to 79% for 1996–97 compared with 72% in the previous year. The production of grapes for drying fell 46% to 134,483 tonnes which represented 14% of total grape production. Table and other grapes increased by 14% to 63,549 tonnes or 7% of the total grapes produced.

The amounts and proportions vary from one year to the next as the graph below indicates. The gap between grape production for winemaking and for drying has increased over the last twenty years. The fall in drying production recorded in 1996–97 further accentuates this difference.

In 1996–97 total production of the multi-purpose sultana grapes fell to 242,144 tonnes, its lowest level in recent years and representing a 39% decrease from 394,383 tonnes produced in 1995–96. Sultana production intended for drying accounted for 70% of this decrease, falling by 106,886 tonnes to 114,528 tonnes in 1996–97 as a higher proportion of production was directed to winemaking.

## GRAPE PRODUCTION AND INTENDED USAGE



Source: Vineyards 1997

## PRINCIPAL GRAPE PRODUCING REGIONS

Of the grapes used for winemaking in 1996–97, 65% of red grape production and 41% of white grape production was undertaken in South Australia. Victoria carried out 78% of the total grape production for drying and 65% of total table grape production in 1996–97. Almost 45% of Victoria's production was used for dried and table grapes.

The main regions producing drying and table grapes were Sunraysia (Victoria), Sunraysia (New South Wales) and Kerang–Swan Hill (Victoria). These three regions made up 96% of total drying grape production and 78% of the total table grape production.

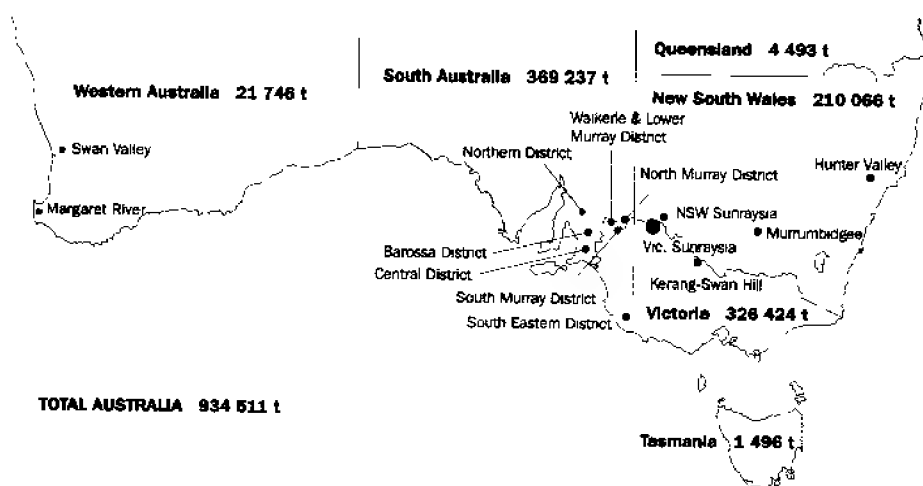
Victoria produced 43% of all white grapes in 1996–97. The Victorian Sunraysia region was the largest producer of white grapes with 210,597 tonnes or 32% of total white grape production. The Murrumbidgee region and the North Murray District were the next largest producers.

South Australia remains the principal red grape growing area with 60% of total red grape production. The major regions in South Australia for red wine grape production in 1996–97 were the North Murray District, Central District and South Eastern District.

The regions with the largest areas of vines planted or grafted during 1996–97 were the Murrumbidgee region and Rest of New South Wales (the area excluding Murrumbidgee, Hunter Valley and Sunraysia).

Chapter 5, Regional Summary, brings together regional grape production and winemaking data.

## SELECTED GRAPE PRODUCING REGIONS—1995–96



Source: Vineyards 1997.

## AREA &amp; PRODUCTION OF RED &amp; WHITE GRAPES, By Principal Grape Producing Regions—1996–97p

	AREA OF VINES.....					GRAPE PRODUCTION(a).....			
	Not yet bearing (planted or grafted).....								
	Bearing	Prior to collection year	During collection year	Total	Intended plantings 1997 to 1998(b)	Wine- making	Drying	Table and other	Total
	ha	ha	ha	ha	ha	t	t	t	t
NEW SOUTH WALES									
Murrumbidgee									
Total red grapes	1 892	262	630	2 784	338	26 747	—	6	26 753
Total white grapes	3 818	212	251	4 282	58	68 018	—	28	68 046
Total	5 710	474	881	7 065	396	94 765	—	34	94 799
Hunter Valley									
Total red grapes	1 035	47	46	1 129	42	7 253	—	7	7 260
Total white grapes	2 213	190	76	2 479	48	16 613	5	3	16 621
Total	3 248	237	123	3 608	89	23 867	5	10	23 881
Sunraysia (New South Wales)									
Total red grapes	505	107	219	830	288	4 343	1 396	2 748	8 487
Total white grapes	3 303	162	155	3 620	94	28 252	22 517	5 955	56 724
Total	3 808	269	374	4 450	382	32 595	23 913	8 703	65 211
Rest of New South Wales									
Total red grapes	1 330	358	456	2 144	395	8 835	—	1 081	9 916
Total white grapes	1 767	284	420	2 471	190	14 475	—	1 785	16 259
Total	3 097	642	876	4 614	584	23 309	—	2 866	26 175
Total New South Wales									
Total red grapes	4 762	774	1 351	6 887	1 062	47 178	1 396	3 842	52 416
Total white grapes	11 100	848	902	12 851	389	127 357	22 522	7 771	157 650
Total	15 863	1 622	2 253	19 738	1 451	174 536	23 918	11 613	210 066
VICTORIA									
Sunraysia (Victoria)									
Total red grapes	1 502	513	427	2 442	610	12 904	6 075	4 517	23 497
Total white grapes	11 427	697	335	12 458	204	111 540	86 740	12 317	210 597
Total grapes	12 929	1 210	762	14 901	815	124 445	92 815	16 834	234 093
Kerang-Swan Hill									
Total red grapes	860	140	103	1 103	133	5 801	406	4 516	10 722
Total white grapes	3 358	117	102	3 577	79	23 756	11 674	19 430	54 860
Total	4 218	257	205	4 680	212	29 557	12 080	23 946	65 582
Rest of Victoria									
Total red grapes	2 310	469	366	3 145	353	13 527	75	182	13 784
Total white grapes	1 839	351	187	2 377	115	12 435	247	283	12 965
Total	4 149	820	553	5 522	468	25 962	321	465	26 749
Total Victoria									
Total red grapes	4 672	1 122	896	6 690	1 097	32 231	6 555	9 215	48 002
Total white grapes	16 624	1 164	624	18 412	398	147 732	98 661	32 029	278 422
Total	21 296	2 286	1 520	25 102	1 495	179 963	105 216	41 245	326 424

(a) Fresh weight.

(b) Planted or grafted after 1997 vintage but prior to 1998 vintage.

Source: Vineyards 1997.

AREA & PRODUCTION OF RED & WHITE GRAPES, By Principal Grape Producing Regions—1996–97p *continued*

	AREA OF VINES.....		GRAPE PRODUCTION(a).....						
	Bearing	Not yet bearing (planted or grafted)...	Prior to collection year	During collection year	Intended plantings 1997 to 1998(b)	Wine- making	Drying	Table and other	Total
	ha	ha	ha	ha	ha	t	t	t	t
QUEENSLAND									
<b>Total Queensland</b>									
Total red grapes	691	59	46	795	18	368	—	2 214	2 582
Total white grapes	395	62	107	563	17	352	—	1 558	1 911
Total	1 086	120	152	1 359	34	721	—	3 772	4 493
SOUTH AUSTRALIA									
<b>Central District</b>									
Total red grapes	3 362	726	533	4 620	274	36 138	11	40	36 190
Total white grapes	1 709	285	141	2 134	18	22 200	—	—	22 200
Total	5 070	1 010	674	6 754	292	58 338	11	40	58 390
<b>Barossa District</b>									
Total red grapes	3 230	360	274	3 863	242	25 930	3	—	25 933
Total white grapes	2 775	189	72	3 036	60	28 014	—	—	28 014
Total	6 005	548	346	6 899	302	53 944	3	—	53 946
<b>Walkerie and Lower Murray District</b>									
Total red grapes	1 012	304	147	1 462	150	18 059	284	63	18 405
Total white grapes	1 826	192	99	2 117	11	37 007	256	387	37 650
Total	2 838	496	246	3 579	161	55 066	539	450	56 055
<b>North Murray District</b>									
Total red grapes	2 277	378	573	3 228	857	35 129	1 596	493	37 217
Total white grapes	3 256	214	231	3 702	168	61 135	1 346	1 004	63 486
Total	5 533	592	804	6 930	1 025	96 264	2 942	1 497	100 702
<b>South Murray District</b>									
Total red grapes	1 038	102	192	1 332	211	12 672	251	186	13 110
Total white grapes	1 425	131	105	1 661	22	18 966	228	289	19 482
Total	2 463	233	298	2 993	233	31 638	479	475	32 593
<b>Northern District</b>									
Total red grapes	985	237	174	1 395	262	7 480	256	—	7 737
Total white grapes	1 011	54	65	1 130	16	9 664	—	70	9 734
Total	1 996	291	238	2 525	279	17 145	256	70	17 471
<b>South Eastern District</b>									
Total red grapes	3 726	1 070	616	5 412	253	29 586	—	—	29 586
Total white grapes	2 034	406	205	2 645	28	20 495	—	—	20 495
Total	5 760	1 476	820	8 056	282	50 081	—	—	50 081
<b>Total South Australia</b>									
Total red grapes	15 629	3 175	2 509	21 313	2 249	164 995	2 401	781	168 177
Total white grapes	14 036	1 470	917	16 423	323	197 481	1 830	1 750	201 060
Total	29 665	4 645	3 426	37 736	2 572	362 475	4 230	2 532	369 237

(a) Fresh weight.

(b) Planted or grafted after 1997 vintage but prior to 1998 vintage.

Source: Vineyards 1997

AREA & PRODUCTION OF RED & WHITE GRAPES, By Principal Grape Producing Regions—1996–97p *continued*

AREA OF VINES.....					GRAPE PRODUCTION(a).....			
Bearing	<i>Not yet bearing (planted or grafted)...</i>		Total	<i>intended plantings 1997 to 1998(b)</i>	<i>Wine- making</i>	<i>Drying</i>	<i>Table and other</i>	Total
	Prior to collection year	During collection year						
ha	ha	ha	ha	ha	t	t	t	t
<b>WESTERN AUSTRALIA</b>								
<b>Swan Shire</b>								
Total red grapes	314	12	327	5	958	374	1 279	2 611
Total white grapes	323	28	367	13	1 900	44	1 243	3 188
Total	637	40	694	18	2 859	418	2 522	5 799
<b>Margaret River</b>								
Total red grapes	386	65	546	60	2 244	70	199	2 513
Total white grapes	584	126	786	39	2 947	—	1	2 948
Total	970	191	1 332	98	5 191	70	200	5 461
<b>Rest of Western Australia</b>								
Total red grapes	740	76	944	120	3 691	573	546	4 810
Total white grapes	756	115	987	78	5 538	58	80	5 676
Total	1 496	192	1 932	198	9 229	631	626	10 486
<b>Total Western Australia</b>								
Total red grapes	1 439	153	1 817	184	6 894	1 017	2 024	9 935
Total white grapes	1 664	269	2 140	129	10 385	102	1 324	11 811
Total	3 103	423	3 958	313	17 279	1 119	3 348	21 746
<b>TASMANIA</b>								
<b>Total Tasmania</b>								
Total red grapes	169	39	219	16	776	—	—	776
Total white grapes	170	62	262	11	720	—	—	720
Total	339	102	482	27	1 496	—	—	1 496
<b>AUSTRALIA</b>								
<b>Total Australia</b>								
Total red grapes	27 404	5 323	37 763	4 628	252 448	11 369	18 519	282 336
Total white grapes	44 047	3 876	50 711	1 268	484 030	123 114	45 031	652 176
Total	71 451	9 199	88 474	5 895	736 478	134 483	63 549	934 511

(a) Fresh weight.

(b) Planted or grafted after 1997 vintage but prior to 1998 vintage.

Source: Vineyards 1997.

## DRIED GRAPE PRODUCTION

Total dried grape production in 1996–97 decreased by 46% when compared with 1995–96. Currants (including Carina) and raisins decreased marginally while sultanas decreased 48% on the 1995–96 figure.

## PRODUCTION OF DRIED GRAPES(a)

	<i>Currants (incl. Carina)</i>	<i>Raisins</i>	<i>Sultana</i>	<i>Total</i>
<i>Period</i>	'000 t	'000 t	'000 t	'000 t
1994–95	3.2	1.7	27.8	32.7
1995–96r	4.4	2.1	48.2	54.6
1996–97p	2.9	1.7	24.9	29.5

(a) Dried weight.

Source: Vineyards 1997.

## CHAPTER 3

# STRUCTURE OF THE WINE MANUFACTURING INDUSTRY .....

### NUMBER AND SIZE OF WINERIES

Wine industry commentators estimate there are around 900 wineries manufacturing, blending or selling wine in Australia. Many of these are very small establishments which do not crush grapes and have their wine made elsewhere. Those that do crush grapes range in size from small family businesses without employees, producing a few thousand litres of wine, to large corporations producing around one hundred million litres.

For the 1997 vintage there were 269 locations around Australia which crushed 50 tonnes or more of grapes, owned by 229 winemaking businesses. While all States crushed some grapes, more than one-third of all locations are in South Australia and these account for almost one-half of the Australian winegrape crush.

### SIZE OF GRAPE CRUSH AND NUMBER OF WINE PRODUCING LOCATIONS—1996-97 .....

	NSW	Vic.	Qld	SA	WA	Tas.	Aust.
Grapes crushed ('000 t)	264.5	124.6	—	389.3	18.1	1.3	798.0
Proportion (%)	33	16	—	49	2	—	100
50 to 400 t (no.)	26	38	2	40	35	6	147
More than 400 t (no.)	32	22	—	54	13	1	122
Total locations (no.)	58	60	2	94	48	7	269
Proportion (%)	22	22	—	35	18	3	100

Source: Wine Statistics 1996-97 and Wine and Spirit Production 1996-97.

The following table gives details of the 229 winemaking businesses that crush 50 or more tonnes of grapes. It shows that these businesses are diverse in size with the 119 smallest crushing less than 2% of all grapes, averaging about 107 tonnes each, and the 9 largest crushing 64% of all grapes and averaging about 57,000 tonnes each.

## WINEMAKERS, Size of Production—1996-97

Size	Winemakers	Grapes crushed	Beverage wine produced
tonnes crushed	no.	t	'000 L
50-99	59	4 265	n.a.
100-149	36	4 327	n.a.
150-199	24	4 089	n.a.
200-400	24	6 749	n.a.
401-1 000	35	22 579	16 985
1 001-3 000	18	33 007	21 298
3 001-5 000	9	35 308	18 761
5 001-10 000	6	45 056	31 398
10 001-20 000	9	128 345	96 541
20 001 or more	9	514 267	381 796
<b>Total</b>	<b>229</b>	<b>797 992</b>	<b>(a)580 779</b>

(a) Includes production from those crushing less than 400 tonnes. This is estimated to be 14 million litres.

Source: Wine Statistics 1996-97 and Wine and Spirit Production 1996-97.

## MANUFACTURING OPERATIONS

An alternative view of the wine manufacturing industry is available from the annual manufacturing industry collection which covers establishments mainly engaged in the manufacturing or blending of wine which had some employment at 30 June.

At 30 June 1996 the wine manufacturing industry employed 6,709 persons and had a total turnover of \$1,786.6 million. These data do not include very small winemaking businesses run by sole proprietors and partnerships which do not employ other staff. The tables below show details from the 1995-96 collection.

## WINE MANUFACTURING ESTABLISHMENTS—1995-96p

	Employment at end of June	Wages and salaries	Turnover	Industry gross product
Employment size group	no.	\$'000	\$'000	\$'000
Less than 4 persons	132	1 720	18 195	4 597
4-19 persons	1 067	23 217	181 990	66 878
20-99 persons	1 925	53 493	410 564	146 926
100 or more persons	3 585	113 148	1 175 830	386 252
<b>Total</b>	<b>6 709</b>	<b>191 577</b>	<b>1 786 578</b>	<b>604 654</b>

Source: Unpublished data, Manufacturing Industry.

MANUFACTURING OPERATIONS *continued*

South Australia accounted for 49% of total employment in the wine manufacturing industry, 51% of total wages and salaries and 52% of total turnover. New South Wales employed a slightly higher proportion of people in the industry (20%) compared with Victoria (19%). However, Victoria contributed 25% to total turnover compared with 16% for New South Wales. South Australia (44%) and Victoria (32%) are the largest contributors to Industry Gross Product.

## WINE MANUFACTURING ESTABLISHMENTS—1995–96p

	<i>Employment at end of June</i>	<i>Wages and salaries</i>	<i>Turnover</i>	<i>Industry gross product</i>
	no.	\$'000	\$'000	\$'000
New South Wales	1 363	34 515	292 451	91 656
Victoria	1 246	36 496	438 525	192 223
Queensland	19	247	1 816	845
South Australia	3 282	98 233	925 107	264 678
Western Australia	n.p.	n.p.	n.p.	n.p.
Tasmania	n.p.	n.p.	n.p.	n.p.
<b>Australia</b>	<b>6 709</b>	<b>191 577</b>	<b>1 786 578</b>	<b>604 654</b>

Source: Unpublished data, Manufacturing Industry.

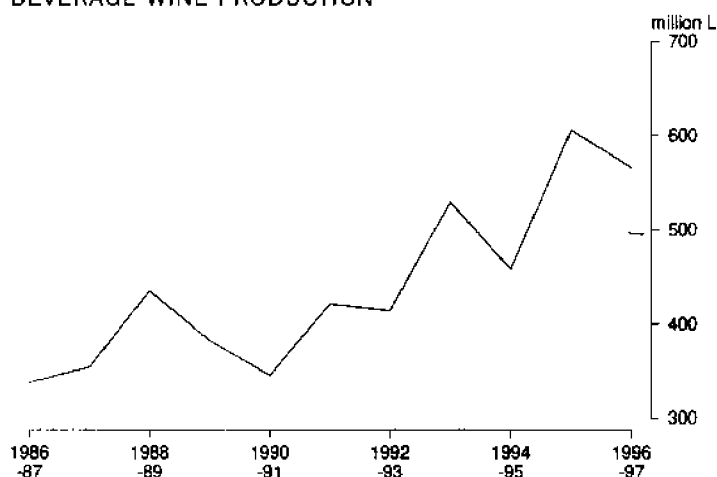
## CHAPTER 4

## WINE PRODUCTION AND MATERIALS USED ..

### PRODUCTION

Detailed wine production data are collected from Australian winemakers who crush more than 400 tonnes. They reported 566.8 million litres of beverage wine production in 1996-97 which, while down on the record volume of 606.1 million litres in 1995-96, is still the second highest production level recorded. Unfortified wine production accounted for most of this reduction, decreasing 7% in 1996-97 to 538.1 million litres. Production of fortified wine decreased by 1% to 28.7 million litres. Fortified wine remained at 5% of total beverage wine production.

### BEVERAGE WINE PRODUCTION



Source: Wine and Spirit Production 1996-97.

Production of distillation wine decreased to 50.6 million litres in 1996-97, down 25% on last year's record production level.

### WINE PRODUCTION

Type	1992-93 '000 L	1993-94 '000 L	1994-95 '000 L	1995-96 '000 L	1996-97 '000 L
<b>Beverage wine</b>					
Fortified(a)	22 264	30 458	25 399	28 874	28 656
Unfortified	392 575	500 076	433 005	577 272	538 123
Total	414 839	530 534	458 404	606 146	566 779
Distillation wine(b)	46 998	56 842	44 393	67 299	50 601
Gross total wine	461 836	587 377	502 796	673 445	617 379
Net total wine(c)	457 799	582 213	498 381	668 087	612 906

(a) Relates only to production from unfortified wine of the same vintage.

(b) For manufacturing brandy and grape spirit. Includes wine obtained from marc.

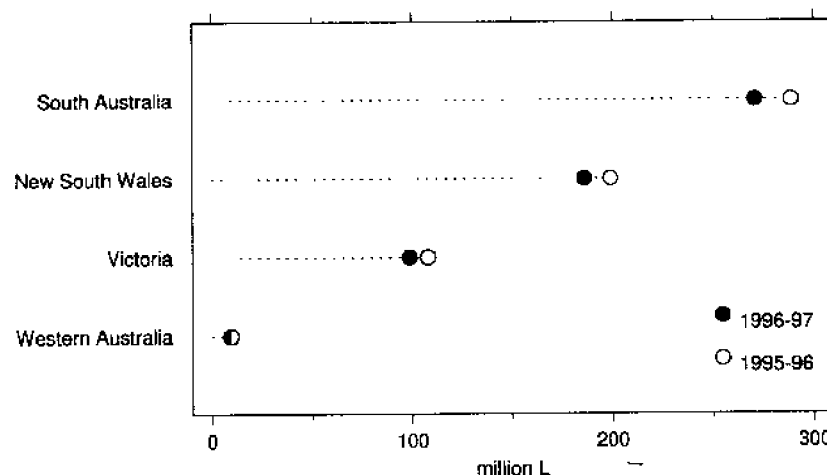
(c) Excludes grape spirit used for fortifying (assumes 95.6% alcohol by volume).

Source: Wine and Spirit Production 1996-97.

## STATE PRODUCTION

Beverage wine production in 1996-97 decreased in all States with the exception of Western Australia which recorded an increase of 11% or 1.0 million litres in production. South Australian production decreased 6% to 271.1 million litres. New South Wales production also decreased 6% to 186.0 million litres and Victorian production decreased 9% to 98.7 million litres.

## BEVERAGE WINE PRODUCTION, By State



Source: Wine and Spirit Production 1996-97.

Production of fortified wine decreased by 1% in 1996-97 to 28.7 million litres. All States recorded a decrease except for South Australia, with New South Wales down 11% to 6.5 million litres and Victoria down 10% to 4.9 million litres. South Australia produced 60% of the total fortified wine with 17.2 million litres.

## WINE PRODUCTION—1996-97

Type	SA '000 L	NSW '000 L	Vic. '000 L	WA '000 L	Tas. '000 L	Aust. '000 L
Beverage wine						
Fortified(a)	17 214	6 510	4 917	14	—	28 656
Unfortified	253 866	179 526	93 796	10 803	332	538 123
Total	271 080	186 036	98 714	10 817	332	566 779
Distillation wine(b)	35 693	7 710	7 198	—	—	50 601
Gross total wine	306 772	193 746	105 912	10 817	332	617 379
Net total wine(c)	304 364	192 541	105 053	10 816	332	612 906

(a) Relates only to production from unfortified wine of the same vintage.

(b) For manufacturing brandy and grape spirit. Includes wine obtained from marc.

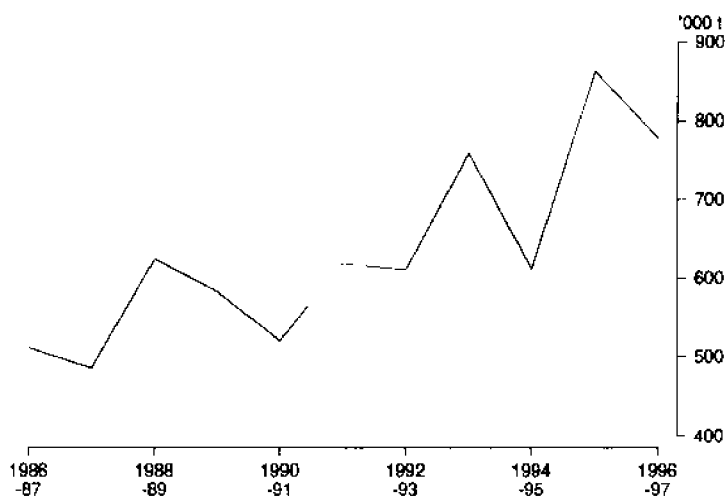
(c) Excludes grape spirit used for fortifying (assumes 95.6% alcohol by volume).

Source: Wine and Spirit Production 1996-97.

## GRAPES CRUSHED

In 1996–97 there were 797,992 tonnes of grapes crushed by winemakers crushing more than 50 tonnes, a decrease of 10% or 85,326 tonnes on the record 1995–96 crush. The larger winemakers (crushing more than 400 tonnes of fresh grapes) contributed 98% or 778,562 tonnes to the 1996–97 total.

## FRESH GRAPES CRUSHED(a)



(a) By winemakers crushing more than 400 tonnes.

Source: Wine and Spirit Production 1996–97.

While recording a decrease of 42,878 tonnes (10%) for the 1996–97 crush, South Australian wineries were again responsible for nearly half of all grapes crushed. With the exception of Western Australia, which recorded an increase of 1% to 18,051 tonnes, all States recorded a decrease in grapes crushed. Grapes crushed in New South Wales and Victoria decreased by 6% and 17% respectively on their record 1995–96 crush.

The total crush for 1996–97 was 797,992 tonnes, down on last year's record of 883,318 tonnes. This decrease came entirely from the amount of white grapes crushed. Of the total crush, there were 265,671 tonnes of red grapes (33%) and 532,321 tonnes of white grapes (67%). The larger winemakers (those crushing 400 tonnes or more) reflected these proportions, while the small winemakers (crushing between 50 and 400 tonnes) crushed slightly more red grapes (54%) than white (46%). While the amount of red grapes crushed rose slightly (362 tonnes), the amount of white grapes crushed decreased by 85,688 tonnes (14%) with the white grape crush for New South Wales, South Australia and Victoria decreasing by 8%, 16% and 21% respectively.

In using data on quantities of grapes processed and quantities of wine made by States shown in this Chapter it should be noted that there is interstate movement of unfermented grape juice. As no reliable information is available on this movement, data should be used with some caution. Data presented here are based on State of production as reported by winemakers.

## GRAPE CRUSH(a)

1996-97.....					
	1994-95	1995-96	Red	White	Total
<i>Fresh grapes crushed by</i>	t	t	t	t	t
.....					
Winemakers crushing more than 400 tonnes					
South Australia	313 771	424 971	164 087	218 887	382 974
New South Wales	183 236	278 857	57 669	203 269	260 938
Victoria	105 103	144 608	28 479	91 419	119 898
Western Australia	8 971	13 256	4 791	9 476	14 267
Tasmania	1 182	1 166	229	256	485
<b>Australia</b>	<b>612 263</b>	<b>862 858</b>	<b>255 255</b>	<b>523 307</b>	<b>778 562</b>
Winemakers crushing 50 to 400 tonnes					
South Australia	5 803	7 182	4 084	2 217	6 301
New South Wales	3 275	3 146	1 504	2 099	3 603
Victoria	4 260	4 843	2 603	2 091	4 694
Western Australia	3 526	4 635	1 729	2 055	3 784
Tasmania	n.p.	n.p.	363	409	772
Queensland	n.p.	n.p.	133	143	276
<b>Australia</b>	<b>17 570</b>	<b>20 460</b>	<b>10 416</b>	<b>9 014</b>	<b>19 430</b>
Total of winemakers crushing 50 tonnes or more					
South Australia	319 574	432 153	168 171	221 104	389 275
New South Wales	186 511	282 003	59 173	205 368	264 541
Victoria	109 363	149 451	31 082	93 510	124 592
Western Australia	12 497	17 891	6 520	11 531	18 051
Tasmania	n.p.	n.p.	592	665	1 257
Queensland	n.p.	n.p.	133	143	276
<b>Australia</b>	<b>629 833</b>	<b>883 318</b>	<b>265 671</b>	<b>532 321</b>	<b>797 992</b>

(a) Grape crushings data are greater than wine grape production data in Chapter 2 (see paragraph 4 of the Explanatory Notes).

Source: Wine Statistics 1996-97 and Wine and Spirit Production 1996-97.

## Varieties crushed

In 1996-97, data were collected for the amount of premium red and white grape varieties crushed by winemakers who crushed more than 400 tonnes of grapes. These winemakers crushed more tonnes of Chardonnay grapes (125,039 tonnes) than any other variety of grape in Australia, with one tonne in every six crushed being Chardonnay grapes. Other varieties making a large contribution to the white grape crush were Sultana (110,342 tonnes), Muscat Gordo Blanco (73,736 tonnes) and Semillon (56,159 tonnes). Of the red grape varieties, Shiraz (100,878 tonnes) and Cabernet Sauvignon (65,559 tonnes) accounted for 65% of all red grapes crushed, with Grenache (23,570 tonnes) being the other major variety.

## GRAPE CRUSH, By Variety(a)

Fresh grapes crushed t

## Red grape varieties

Cabernet Sauvignon	65 559
Grenache	23 570
Mataro (Mouvedre)	7 817
Merlot	9 714
Pinot Noir	13 526
Ruby Cabernet	11 985
Shiraz	100 878
Other red grapes	22 206
<b>Total</b>	<b>255 255</b>

## White grape varieties

Chardonnay	125 039
Chenin Blanc	12 917
Colombard	30 263
Muscat Gordo Blanco	73 736
Riesling	32 716
Sauvignon Blanc	14 707
Semillon	56 159
Sultana	110 342
Verdelho	3 388
Other white grapes	64 040
<b>Total</b>	<b>523 307</b>

(a) By winemakers crushing more than 400 tonnes.

Source: Wine and Spirit Production 1996-97.

The grape spirit used in fortifying current vintage wine decreased by 16% to 4.3 million litres of alcohol in 1996-97 with all States recording a decrease.

## GRAPE SPIRIT USED IN CURRENT VINTAGE WINE

	1992-93	1993-94	1994-95	1995-96	1996-97
	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al
South Australia	1 320	2 979	2 215	2 842	2 302
New South Wales	1 929	1 462	984	1 405	1 152
Victoria	610	492	1 021	873	821
Other States	—	2	1	2	2
<b>Australia</b>	<b>3 860</b>	<b>4 936</b>	<b>4 221</b>	<b>5 122</b>	<b>4 277</b>

Source: Wine and Spirit Production 1996-97.

# CHAPTER 5

## REGIONAL SUMMARY .....

Over 40 major winemaking areas have been identified in Australia. Many contain small or boutique wineries. While grape growing data are available for smaller areas (vines are cultivated in more than 250 local government areas across Australia) the following table contains details of regions for which comprehensive statistical information is available.

Regions may obtain some of their grape supply from outside their area. For example grapes crushed by Barossa Valley wineries may also be sourced from the South Australian Riverland, while New South Wales wineries may also source from Victorian Sunraysia and the South Australian Riverland.

The top three wine regions in terms of volume of wine produced continue to be the Barossa and Riverland regions in South Australia and the Murrumbidgee region in New South Wales.

### REGIONAL VITICULTURE AND WINE PRODUCTION—1996–97

Region	AREA OF VINES AT HARVESTp.....		GRAPE PRODUCTIONp.....		Grapes crushed(a)	Beverage wine production(a)
	Bearing	Not yet bearing	Winemaking	Other		
	ha	ha	t	t	t	'000 L
Central District	5 070	1 684	58 338	51	41 773	30 412
Barossa District	6 005	894	53 944	3	126 149	120 097
Riverland	10 834	2 669	182 968	6 382	165 210	92 119
Northern District	1 996	529	17 145	326	12 172	7 217
South Eastern District	5 760	2 296	50 081	—	37 670	21 234
<i>Total South Australia</i>	<i>29 665</i>	<i>8 071</i>	<i>362 475</i>	<i>6 762</i>	<i>382 974</i>	<i>271 080</i>
Murrumbidgee	5 710	1 355	94 785	34	134 548	98 819
Hunter Valley	3 248	360	23 867	15	126 390	87 217
Sunraysia (NSW)	3 808	643	32 595	32 616		
Rest of New South Wales	3 097	1 518	23 309	2 866		
<i>Total New South Wales</i>	<i>15 863</i>	<i>3 875</i>	<i>174 536</i>	<i>35 531</i>	<i>260 938</i>	<i>186 036</i>
Sunraysia (Vic.)	12 929	1 972	124 445	109 649	119 898	98 714
Kerang–Swan Hill	4 218	462	29 557	36 026		
Rest of Victoria	4 149	1 373	25 962	786		
<i>Total Victoria</i>	<i>21 296</i>	<i>3 806</i>	<i>179 963</i>	<i>146 461</i>		
Swan Shire	637	57	2 859	2 940	14 267	10 617
Margaret River	970	362	5 191	270		
Rest of Western Australia	1 496	436	9 229	1 257		
<i>Total Western Australia</i>	<i>3 103</i>	<i>855</i>	<i>17 279</i>	<i>4 467</i>		
<i>Total Queensland</i>	<i>1 086</i>	<i>272</i>	<i>721</i>	<i>3 772</i>	—	—
<i>Total Tasmania</i>	<i>339</i>	<i>143</i>	<i>1 496</i>	—	<i>485</i>	<i>332</i>
<b>Total Australia</b>	<b>71 451</b>	<b>17 024</b>	<b>736 478</b>	<b>198 032</b>	<b>778 562</b>	<b>566 779</b>

(a) Winemakers crushing more than 400 tonnes.

Source: Wine and Spirit Production 1996–97 and Vineyards 1997.

## CHAPTER 6

## WINE STOCKS .....

Stocks of Australian beverage wine owned by winemakers at 30 June 1997 were 815.6 million litres, an increase of 4% or 33.3 million litres compared with stocks held at 30 June 1996. Stocks rose despite an increase in the total disposals of Australian wine (domestic sales plus export sales) in 1996-97. Even though production of beverage wine fell 7% on 1995-96, the increase in sales was not enough to offset production. However it should be noted that differences in collection methodologies make an exact reconciliation of production, sales and stocks impossible.

### STOCKS OF AUSTRALIAN WINE AND GRAPE JUICE HELD BY WINEMAKERS .....

	1993	1994	1995	1996(a)	1997
<i>Stocks at 30 June</i>	'000 L	'000 L	'000 L	'000 L	'000 L
.....					
<b>Beverage wine</b>					
Fortified					
Sherry	28 413	25 601	24 141	25 868	22 169
Port	55 346	55 132	53 768	51 613	49 953
Other(b)	6 269	6 276	5 715	5 536	7 703
<i>Total</i>	90 028	87 009	83 623	83 017	79 824
Sparkling wine(c)					
Bottle fermentation	54 590	59 860	58 335	62 403	60 730
Bulk fermentation	2 420	1 940	1 847	2 414	2 796
<i>Total</i>	57 009	61 800	60 182	64 817	63 527
Carbonated	1 034	1 051	n.p.	546	666
Flavoured(d)	1 947	2 189	2 583	2 694	2 078
Vermouth	598	561	n.p.	425	624
Table wine					
White	253 762	307 710	281 753	364 605	377 328
Red and rosé	183 062	196 385	211 933	266 177	291 511
<i>Total</i>	436 823	504 095	493 685	630 782	668 839
<b>Total beverage wine</b>	<b>587 441</b>	<b>656 706</b>	<b>642 459</b>	<b>782 281</b>	<b>815 558</b>
Distillation wine	343	427	753	674	550
Unfermented grape juice					
Unfermented grape juice	9 686	16 228	13 329	22 455	22 201
Concentrated must (single strength)	n.p.	4 270	n.p.	5 168	3 634

(a) Break in series, stocks owned at 30 June. See paragraph 11 of Explanatory Notes.

(b) Includes muscat, madeira, tokay and white port.

(c) Spritzig wines are included with table wines.

(d) Includes wine cocktails, marsala, aperitif and tonic wines.

Source: Stocks of Australian Wine and Brandy.

## WINE TYPES

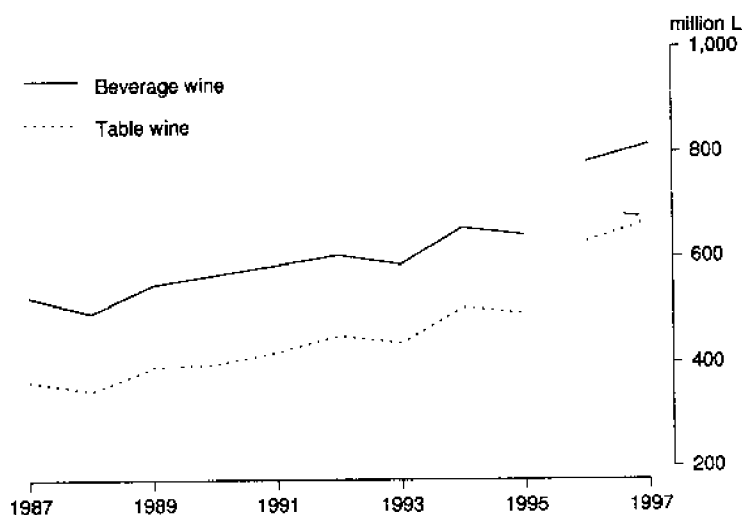
In 1997, 82% of all beverage wine stocks was table wine, 10% was fortified wine and 8% was sparkling wine.

Table wine stocks rose 6% to 668.8 million litres in 1997. Of table wine stocks, 56% was white wine and 44% was red and rosé wine. Total red and rosé wine stocks have increased over the last few years while stocks of white wine have fluctuated.

Fortified wine stocks were 79.8 million litres, of which 63% was port and 28% was sherry. Despite the break in series in 1996, the general fall in the fortified wine stocks has been continuous since 1990.

Sparkling wine stocks fell 2% to 63.5 million litres with bottle fermentation representing 96% of the total.

## STOCKS OF AUSTRALIAN WINE—At 30 June(a)



(a) Break in data indicates a break in series, new definition used in 1996. See paragraph 11 of Explanatory Notes.

Source: Stocks of Australian Wine and Brandy.

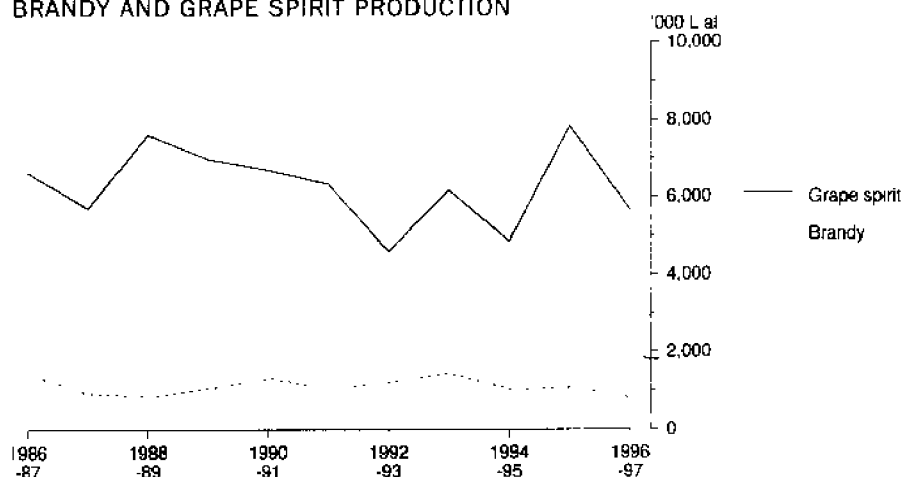
## CHAPTER 7

## BRANDY AND GRAPE SPIRIT .....

### PRODUCTION

Production of Australian brandy fell by 24% to 0.8 million litres of alcohol in 1996-97. Grape spirit production recorded a 28% decrease to 5.7 million litres of alcohol. South Australia continued to be the main producer of brandy and grape spirit with 99% and 68% respectively of the total Australian production.

### BRANDY AND GRAPE SPIRIT PRODUCTION



Source: Wine and Spirit Production 1996-97.

### STOCKS

Total stocks of brandy and grape spirit increased 3% in 1996-97. Stocks of brandy in bond reached 5.6 million litres of alcohol (up 3%) while rectified grape spirit and grape spirit unused increased 8% to 5.7 million litres of alcohol. However, spirit held in work in progress fell by 32% to 0.5 million litres of alcohol in 1996-97.

### STOCKS OF AUSTRALIAN BRANDY AND GRAPE SPIRIT .....

	1993	1994	1995	1996(a)	1997
Particulars at 30 June	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al
.....					
Brandy in bond by age					
Under 2 years	2 575	3 166	2 512	2 781	2 654
2 years and over	2 609	2 475	2 639	2 655	2 938
Total	5 185	5 641	5 151	5 435	5 592
Rectified grape spirit for fortifying wine and grape spirit unused	3 577	3 370	3 012	5 315	5 735
Spirit held in work in progress (feints and low wine)	815	812	685	788	538
.....					

(a) Break in series, new definition used in 1996. See paragraph 11 of the Explanatory Notes.

Source: Stocks of Australian Wine and Brandy.

## BRANDY SALES

Domestic sales of Australian brandy continued to decline in 1996–97, down 11% on 1995–96 and extending an unbroken downward trend since 1980–81. Exports of Australian brandy are relatively small and tend to fluctuate from year to year, although these have fallen consistently since 1991–92. In 1996–97, 82% of these exports originated from South Australia while 16% originated from New South Wales.

The volume of imported brandy cleared for home consumption in Australia increased 8% in 1996–97. France was the source of 94% of brandy imports, similar to the proportions in previous years.

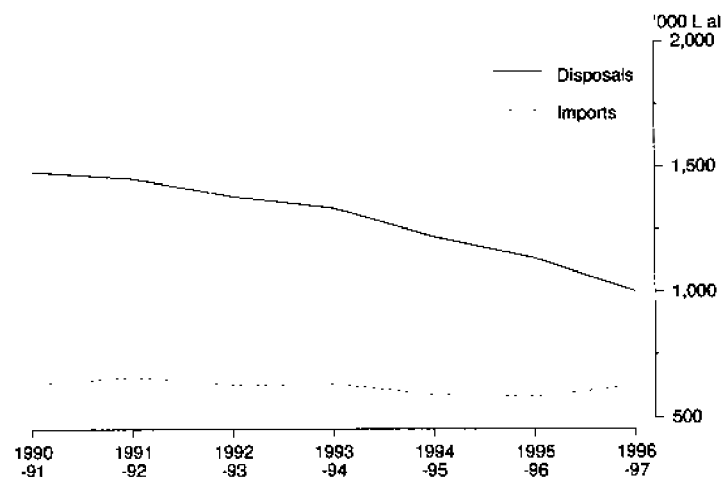
## DOMESTIC SALES, Exports and Imports of Brandy

	1991–92	1992–93	1993–94	1994–95	1995–96	1996–97
	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al	'000 L al
Australian brandy						
Domestic sales	1 380	1 312	1 301	1 188	1 113	987
Exports	74	73	36	36	124	17
Imported brandy	662	629	634	590	583	629

Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).

Disposals of Australian brandy (domestic sales plus exports) have declined significantly (32%) from 1.5 million litres of alcohol in 1990–91 to 1.0 million litres of alcohol in 1996–97. Over the same period, imports of brandy fell by 1% with imports for 1996–97 up 8% on the previous year.

## IMPORTED BRANDY AND DISPOSALS OF AUSTRALIAN BRANDY



Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).

## SPIRIT SALES

Australia exported 4,572 litres of alcohol in grape spirit for 1996–97, up from 1,146 litres of alcohol in 1995–96. Victoria was the largest source of these exports with 97% of total exports in 1996–97.

Imports of grape spirit for 1996–97 increased by 10% to 10,825 litres of alcohol. The two main countries of origin were Turkey (51%) and Italy (27%).

## CHAPTER 8

## DOMESTIC WINE SALES .....

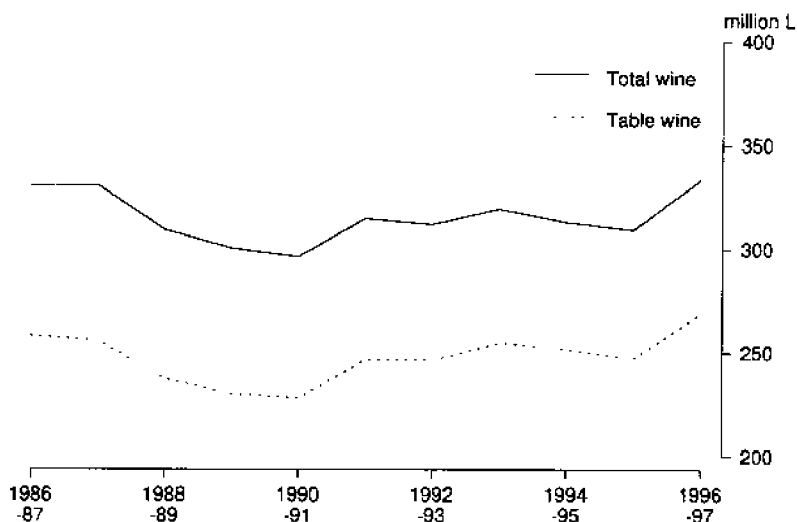
Information on the volume of domestic sales of Australian produced wine is obtained from approximately 50 winemaking enterprises which have annual sales of at least 250,000 litres of wine. These are estimated to account for around 95% of domestic sales of Australian produced wine by all winemakers.

In recent years the volume of sales has been affected by increasing exports of Australian produced wine and the use of imported wine to supplement domestic demand. These factors should be borne in mind when reading this Chapter. An analysis taking international trade into account is contained in Chapter 1, Overview.

### WINE TYPES

In 1996-97 a record 333.6 million litres of Australian produced wine was sold. This is an increase of 8% from 1995-96 sales and is 1% higher than the previous record of 330.5 million litres in 1987-88. Table wine had the largest volume of sales with 268.8 million litres, accounting for 81% of total wine sales, followed by sparkling wine with 32.6 million litres.

### DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKERS



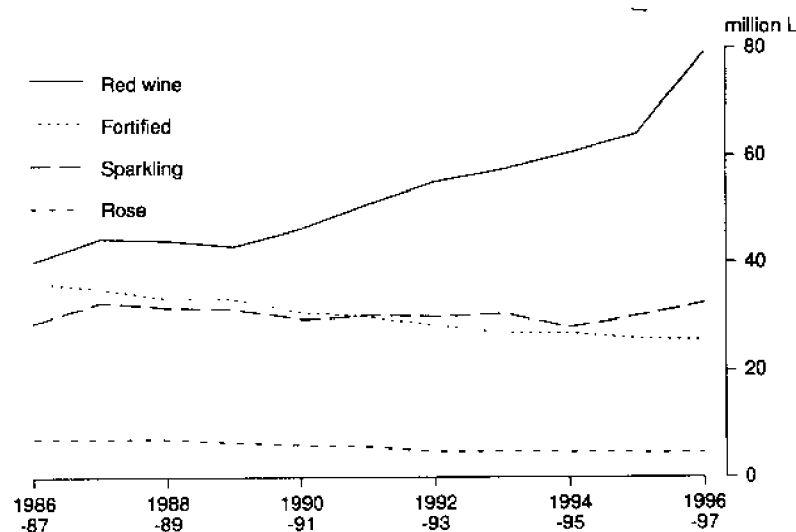
Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0) .

WINE TYPES *continued*

Between 1986–87 and 1996–97 total wine sales have remained relatively stable within the range of 300 million litres to 335 million litres. Movements in the types of wine sold demonstrate changes in consumer preferences over this time. In 1996–97 table wine sales achieved a record high of 268.8 million litres, an increase of 4% on the previous high of 258.1 million litres in 1986–87. This increase was largely due to a rise in the sales of red table wine in 1996–97 to a record 79.1 million litres, up 15.2 million litres on the previous financial year and almost double the quantity sold in 1986–87. In contrast, white table wine sales fell by 12% over the period, although they still account for more than two-thirds of table wine sales. Sales of rosé continued a steady decline, falling 35% since 1986–87 to 4.7 million litres in 1996–97.

Between 1986–87 and 1996–97 sales of fortified wine and vermouth have decreased steadily, down 29% and 63% respectively. Over this period carbonated wine sales peaked in 1991–92 and have since fallen by 11% to 3.4 million litres. Flavoured wine sales increased from 1995–96 by 5%. Sparkling wine sales also increased for 1995–96 by 8% to 32.6 million litres, 13% higher than 1986–87. Of all sparkling wine sold in 1996–97, bottle fermentation accounted for 72% of sales.

## DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKER, Selected Wine Type



Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).

## DOMESTIC SALES OF AUSTRALIAN WINE BY WINEMAKERS

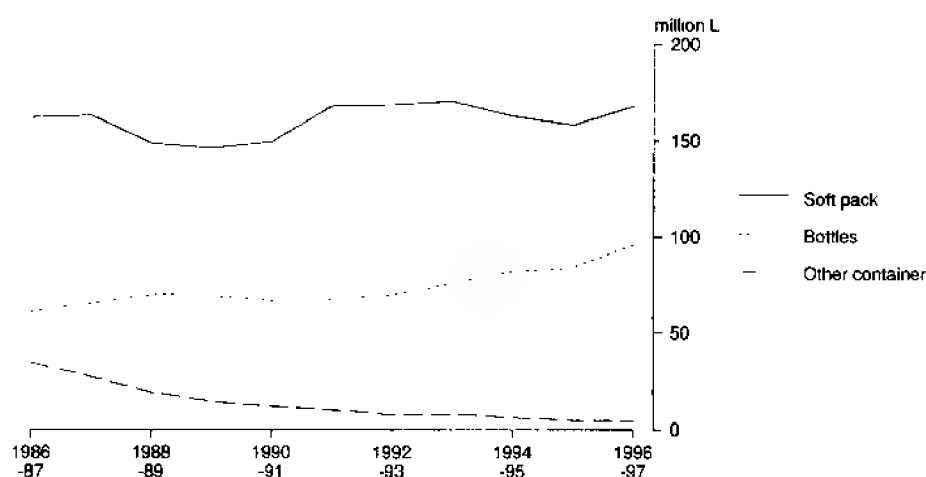
Period	TABLE.....				SPARKLING.....				
	White	Red	Rosé	Fortified	Bottle fermented	Bulk fermented	Carbonated	Other	Total
	million L	million L	million L	million L	million L	million L	million L	million L	million L
1986-87	210.8	40.1	7.2	36.2	20.6	8.2	1.3	5.4	329.8
1987-88	204.2	44.4	7.2	35.1	25.0	7.6	1.4	5.6	330.5
1988-89	186.7	44.0	7.1	33.3	25.3	6.3	n.p.	n.p.	309.1
1989-90	180.4	43.0	6.5	33.1	25.6	5.6	1.8	4.5	300.6
1990-91	176.2	46.2	6.0	30.7	25.7	3.7	3.4	4.4	296.3
1991-92	190.2	50.8	5.7	29.9	25.4	4.7	3.8	4.3	314.8
1992-93	186.4	55.1	4.9	28.4	25.3	4.7	3.3	4.1	312.1
1993-94	192.5	57.4	4.9	27.0	26.3	4.2	3.5	3.7	319.5
1994-95	186.2	60.6	4.8	27.0	23.6	4.4	3.4	3.3	313.4
1995-96	178.7	63.9	4.7	25.9	22.9	7.2	3.1	3.1	309.5
1996-97	185.0	79.1	4.7	25.6	23.4	9.2	3.4	3.2	333.6

Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0).

## CONTAINER TYPE

In 1996-97, sales of table wine in glass containers 1 litre or less (mostly 750ml bottles) increased to 96.4 million litres, from 84.3 million litres the previous year, a rise of 14%. Soft pack sales also increased to 168.1 million litres (up 6%). Table wine sold in glass containers over 1 litre and bulk containers decreased from 4.6 million litres to 4.3 million litres.

## DOMESTIC SALES OF AUSTRALIAN TABLE WINE, Container Type



Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0).

The proportion of table wine sold in bottles was 36% in 1996-97, up from 34% the previous year and 24% in 1986-87. The proportion sold in soft pack remained stable at 63% (64% in 1995-96), while wine sold in other containers fell to 2%, compared with 13% in 1986-87.

The volume of imported wines blended with Australian wine, largely in soft packs and flagons, is not included in these data.

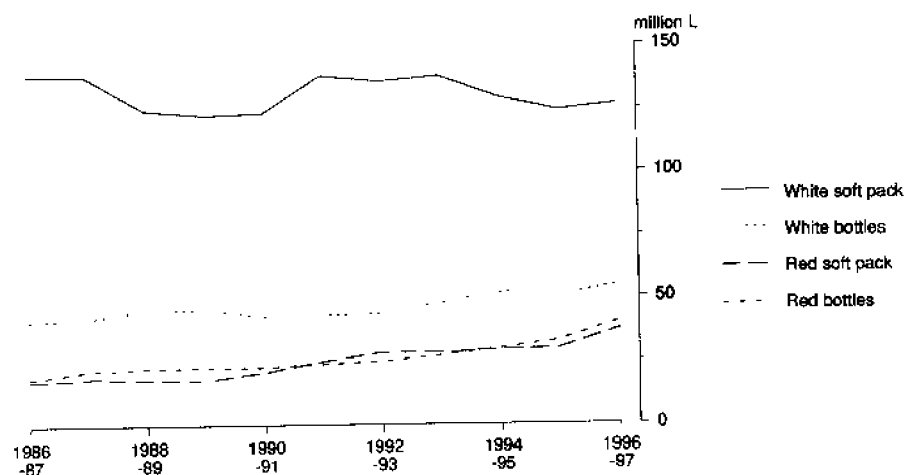
## DOMESTIC SALES OF AUSTRALIAN TABLE WINE, Container Type

Period	GLASS CONTAINERS 1 LITRE AND UNDER.....			SOFT PACK.....			OTHER CONTAINERS.....		
	White	Red	Rosé	White	Red	Rosé	White	Red	Rosé
	million L	million L	million L	million L	million L	million L	million L	million L	million L
1986-87	41.7	19.0	1.1	138.8	17.7	5.4	30.4	3.5	0.6
1987-88	42.6	22.1	1.1	138.2	19.0	5.6	23.4	3.2	0.5
1988-89	46.1	22.9	1.1	124.7	18.2	5.6	15.9	2.9	0.4
1989-90	45.5	22.9	1.0	122.8	18.2	5.3	12.2	1.9	0.3
1990-91	42.9	23.2	0.9	123.4	21.2	4.8	9.9	1.8	0.2
1991-92	43.5	24.0	0.8	138.1	25.2	4.8	8.6	1.5	0.2
1992-93	44.1	25.3	n.p.	135.9	28.7	4.1	6.4	1.1	n.p.
1993-94	48.1	27.6	0.6	137.8	28.4	4.2	6.6	1.4	0.1
1994-95	51.9	30.0	0.6	129.3	29.5	4.1	5.0	1.2	0.1
1995-96	50.6	33.2	0.5	124.4	30.0	4.1	3.8	0.7	0.1
1996-97	55.2	40.6	0.5	126.5	37.5	4.0	3.3	0.9	0.1

Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0).

Sales of red table wine increased over the period 1986-87 to 1996-97, which is reflected in the two main container type categories. Bottled red table wine sales increased by 21.7 million litres (114%) to 40.6 million litres while soft pack sales rose by 19.9 million litres (112%) to 37.5 million litres. White wine sales over the same period show different consumer preferences at work. While total white wine sales fell, sales of bottled white table wine increased by 13.6 million litres (33%) to 55.2 million litres in 1996-97 while soft pack sales decreased by 12.3 million litres (9%). Sales of rosé have fallen for all container types.

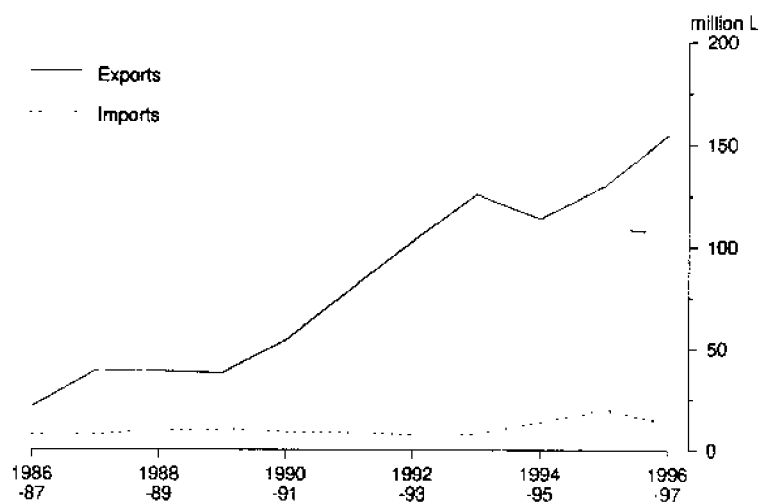
## DOMESTIC SALES OF AUSTRALIAN RED AND WHITE TABLE WINE



Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0).

In 1996–97 Australia exported a record 154.4 million litres of wine, valued at \$603.3 million, continuing the strong growth in Australian wine exports since the mid-1980s. In 1985–86 the quantity of wine imported (12.4 million litres) was greater than the quantity of wine exported (10.8 million litres). In 1996–97 the quantity of wine imported was 13.6 million litres. Since 1992–93, exports have been over 100 million litres annually, with imports between 7 and 20 million litres annually.

#### IMPORTS OF WINE AND EXPORTS OF AUSTRALIAN WINE



Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).

#### EXPORTS OF WINE

The 154.4 million litres of wine exported in 1996–97 represented an increase of 19% on the previous record of 129.7 million litres exported in 1995–96. The value of wine exported continued to increase, reaching a record high of \$603.3 million in 1996–97, up 28% on 1995–96. The average value of these exports was \$3.91 per litre in 1996–97, up from \$3.64 in 1995–96.

Table wine was the predominant type of wine exported in 1996–97 with 144.9 million litres or 94% of the total quantity. Sparkling wine exports were 6.0 million litres or 4% of the total quantity. Exports of table and sparkling wine have grown at a similar rate since 1985–86. Exports of fortified wine fell marginally in 1996–97.

## EXPORTS OF AUSTRALIAN WINE

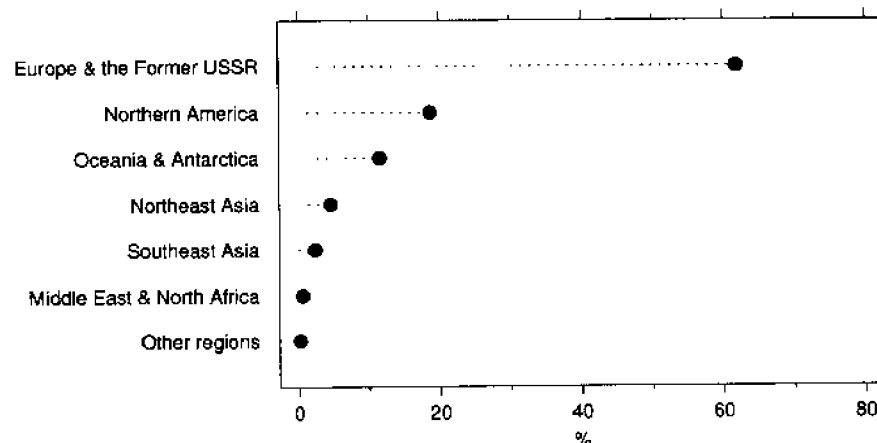
Period	WINE TYPE.....				TOTAL WINE.....	
	Table	Fortified	Sparkling	Other	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000
1986-87	18 627	1 232	826	638	21 324	44 620
1987-88	35 022	1 411	1 603	1 088	39 124	96 157
1988-89	35 873	1 106	1 764	301	39 044	114 521
1989-90	32 095	1 936	2 074	2 015	38 120	121 248
1990-91	46 890	2 765	3 180	1 321	54 156	179 588
1991-92	71 752	2 384	3 904	639	78 679	243 526
1992-93	95 468	1 851	4 730	784	102 832	293 157
1993-94	116 655	2 873	5 042	893	125 464	366 574
1994-95	105 542	2 475	5 109	537	113 663	385 704
1995-96r	121 031	2 506	5 489	639	129 671	471 576
1996-97	144 874	2 490	6 046	966	154 375	603 274

Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).

## DESTINATION OF EXPORTS

The countries of the European Union are the main market for Australian wine, taking 90.5 million litres valued at \$329.9 million. This was 59% of the total quantity exported in 1996-97 and 95% of the total for the Europe and the Former USSR region. Shares of other regions are Northern America 19%, Oceania and Antarctica 12%, Northeast Asia 5% and Southeast Asia with 2%.

## DESTINATION OF AUSTRALIAN WINE EXPORTS—1996-97



Source: *Sales of Australian Wine and Brandy by Winemakers* (Cat. no. 8504.0).

The United Kingdom was the largest importer of Australian wine with 72.8 million litres valued at \$262.7 million, followed by the United States of America with 22.5 million litres valued at \$119.8 million and New Zealand with 16.4 million litres valued at \$40.3 million.

The United Kingdom imported the largest quantity of both sparkling and fortified wines (61% and 42% of exports respectively).

## EXPORTS OF AUSTRALIAN WINE, By Destination—1996–97

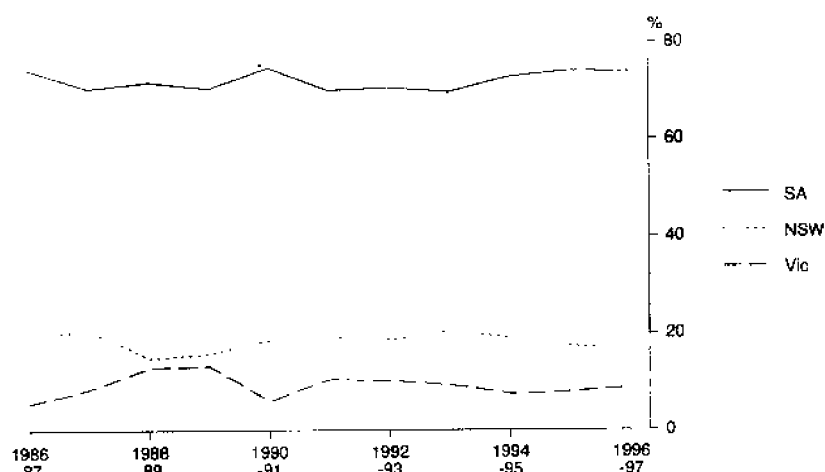
Principal country/region	WINE TYPE.....				TOTAL WINE.....	
	Table	Fortified	Sparkling	Other	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000
New Zealand	15 264	358	630	100	16 352	40 322
<i>Total Oceania &amp; Antarctica</i>	15 601	425	780	112	17 917	45 969
Denmark	2 308	1	9	—	2 318	8 615
Germany, Federal Republic of	2 636	19	13	33	2 701	11 173
Ireland	3 630	3	63	3	3 699	14 400
Sweden	3 959	1	180	—	4 140	13 973
United Kingdom	67 766	1 039	3 717	251	72 772	262 652
<i>Total European Union</i>	84 957	1 068	4 142	304	90 471	329 916
Norway	2 425	—	15 435	274	2 441	7 620
<i>Total Europe and the Former USSR</i>	89 779	1 078	4 222	393	95 472	349 024
<i>Total Middle East and North Africa</i>	882	7	79	6	974	2 150
<i>Total Southeast Asia</i>	3 372	32	173	121	3 698	19 224
Hong Kong	2 015	15	189	67	2 286	12 490
Japan	2 099	172	266	78	2 615	12 071
<i>Total Northeast Asia</i>	6 101	221	496	253	7 070	36 012
Canada	5 919	436	86	9	6 450	29 402
United States of America	21 916	272	197	70	22 456	119 843
<i>Total Northern America</i>	27 834	709	283	80	28 906	149 245
<i>Total other regions</i>	305	20	12	1	338	1 650
<b>Total all countries</b>	<b>144 874</b>	<b>2 490</b>	<b>6 046</b>	<b>986</b>	<b>154 375</b>	<b>603 274</b>

Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0).

## STATE OF ORIGIN OF EXPORTS

South Australia is the predominant source of Australian wine exports, supplying 114.4 million litres in 1996–97, 74% of total exports. Next were New South Wales with 25.4 million litres (16%) and Victoria 13.6 million litres (9%). State shares of exports have varied little over the last 10 years. The average prices per litre of wine exported in 1996–97 were \$3.48 for wine from South Australia, \$4.26 for wine from New South Wales and \$6.53 for wine from Victoria.

## EXPORTS OF AUSTRALIAN WINE, By State of Origin(a)



(a) Proportion of total wine exports.

Source: Unpublished data, International Merchandise Trade.

## EXPORTS OF AUSTRALIAN WINE, By State of Origin

	NSW	Vic.	Qld	SA	WA	Tas.	NT & ACT	Aust.
Period	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L	'000 L
1986-87	4 194	1 211	1	15 842	75	—	—	21 323
1987-88	7 872	3 253	30	26 815	184	8	—	38 161
1988-89	5 870	5 081	2	27 990	100	1	—	39 044
1989-90	6 053	5 123	12	26 829	89	14	1	38 120
1990-91	10 088	3 387	10	40 487	194	11	20	54 197
1991-92	15 004	8 271	3	55 122	241	34	5	78 680
1992-93	19 225	10 481	51	72 605	445	20	5	102 832
1993-94	25 825	11 629	40	87 370	547	31	21	125 464
1994-95	21 480	8 600	3	82 823	724	31	2	113 663
1995-96	22 410	10 331	155	96 146	596	32	—	129 671
<b>1996-97</b>								
Quantity	25 371	13 565	149	114 402	842	45	—	154 375
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Value	108 000	88 587	332	397 968	7 924	462	—	603 274

Source: Unpublished data, International Merchandise Trade.

## IMPORTS OF WINE

Imports of wine into Australia fell 33% from the record high of the previous year to 13.6 million litres in 1996-97. Table wine declined to 74% of the total quantity of wine imported with sparkling wine increasing to 18%. The decrease was almost entirely due to a reduction in the quantity of table wine imported in 1995-96, when a large amount of table wine was imported for blending with Australian product.

IMPORTS OF WINE *continued*

Although the quantity of wine imported decreased by 33% in 1996-97, the total value of these imports increased to \$66.5 million. The average value of imports has increased from \$2.99 per litre in 1995-96 to \$4.89 in 1996-97.

## WINE IMPORTS CLEARED FOR HOME CONSUMPTION, By Wine Type

Period	WINE TYPE.....				TOTAL WINE.....	
	Table	Fortified	Sparkling	Other	Quantity	Value
	'000 L	'000 L	'000 L	'000 L	'000 L	\$'000
1986-87	5 106	205	1 967	389	7 667	37 585
1987-88	5 302	178	2 031	635	8 146	41 358
1988-89	6 086	311	2 264	1 076	9 737	46 871
1989-90	6 595	184	2 736	937	10 453	52 692
1990-91	5 604	191	2 285	919	8 999	46 779
1991-92	5 190	160	2 373	979	8 703	45 649
1992-93	4 833	106	2 346	546	7 832	46 984
1993-94	4 432	152	2 301	1 456	8 341	47 637
1994-95	9 398	272	3 065	1 322	14 057	61 057
1995-96	16 649	105	2 673	830	20 256	60 478
1996-97	10 104	105	2 387	991	13 588	66 504

Source: Sales of Australian Wine and Brandy by Winemakers (Cat. no. 8504.0).

As in previous years, in 1996-97 Italy was the major source of wine imports, supplying 42% of the total quantity imported, followed by France with 15% and New Zealand with 14%. Imports from New Zealand have been increasing steadily, up 136% from 1994-95, despite the overall fall in the total quantity of imports in 1996-97. In contrast, Argentina and Chile accounted for 6% of imports, a decline from their 29% share in 1995-96. Average values for imported wine ranged from \$0.13 per litre from Uruguay to \$13.43 per litre from France.

## WINE IMPORTS CLEARED FOR HOME CONSUMPTION, By Country of Origin

	1994-95.....		1995-96.....		1996-97.....	
	Quantity	Value	Quantity	Value	Quantity	Value
	'000 L	\$'000	'000 L	\$'000	'000 L	\$'000
Argentina	20	109	2 165	881	2	25
Chile	241	692	3 649	3 246	820	1 826
France	3 017	27 052	2 649	20 543	2 093	28 110
Germany	501	2 230	424	1 695	419	1 580
Greece	463	889	318	646	467	867
Italy	5 279	17 829	6 030	19 295	5 689	18 144
New Zealand	781	3 773	1 622	6 428	1 845	8 767
Portugal	600	2 092	594	2 105	565	2 137
Spain	362	1 693	778	2 239	388	1 821
United States of America	2 111	1 852	1 338	1 746	125	712
Uruguay	—	—	—	—	526	70
Other	642	2 632	632	1 524	649	2 445
<b>Total</b>	<b>14 057</b>	<b>61 057</b>	<b>20 256</b>	<b>60 478</b>	<b>13 588</b>	<b>66 504</b>

Source: Unpublished data, International Merchandise Trade.

## FRESH AND DRIED GRAPES

Australia exported a record 26,874 tonnes of fresh grapes in 1996–97. This was an increase of 28% from 1995–96 and 20% greater than the previous high of 22,390 tonnes in 1987–88. The value of the fresh grapes exported was \$66.7 million.

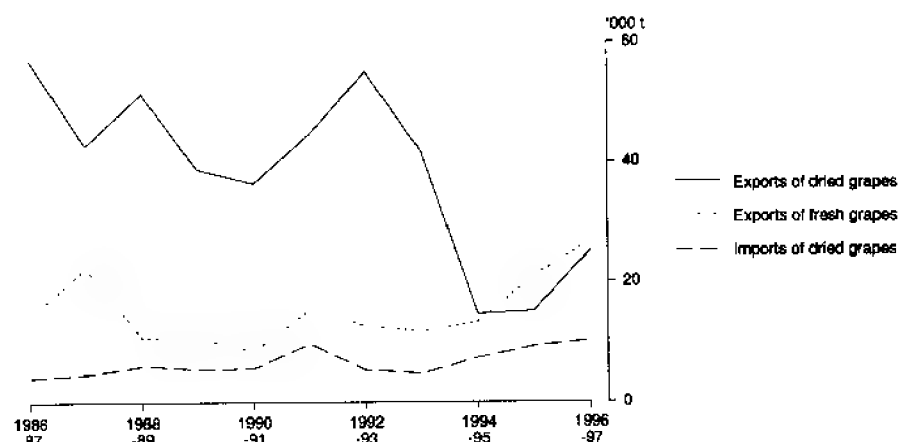
## EXPORTS AND IMPORTS OF FRESH AND DRIED GRAPES

Period	FRESH GRAPES.....				DRIED GRAPES.....			
	Exports.....		Imports.....		Exports.....		Imports.....	
	t	\$'000	t	\$'000	t	\$'000	t	\$'000
1986–87	14 228	25 516	31	53	57 041	96 798	4 084	5 784
1987–88	22 390	42 374	2	3	42 824	78 087	4 749	6 692
1988–89	10 943	21 159	53	87	51 496	88 226	6 046	7 174
1989–90	10 680	21 434	—	—	38 794	69 056	5 475	7 296
1990–91	8 473	20 794	—	—	36 386	74 156	5 683	8 027
1991–92	15 408	36 102	14	18	44 592	82 886	9 681	13 800
1992–93	12 621	31 513	—	—	55 047	96 927	5 335	7 429
1993–94	11 702	28 695	7	8	41 087	73 340	4 725	6 070
1994–95	13 359	32 337	2	12	14 681	29 642	7 369	9 090
1995–96	21 056	46 718	—	—	15 216	34 275	9 265	12 158
1996–97	26 874	66 665	5	32	25 217	52 102	10 282	14 162

Source: Unpublished data, International Merchandise Trade.

Exports of dried grapes over the past three years have been substantially lower than the previous nine years when exports ranged from a low of 36,386 tonnes in 1990–91 to 57,041 tonnes in 1986–87. However, in 1996–97 Australia exported 25,217 tonnes of dried grapes, valued at \$52.1 million, a substantial increase (66%) over 1995–96. Imports of dried grapes were a record high in 1996–97, measuring 10,282 tonnes and valued at \$14.2 million. This was an increase of 11% from the previous year and 6% from the previous high of 9,681 tonnes in 1991–92.

## INTERNATIONAL TRADE IN FRESH AND DRIED GRAPES



Source: Unpublished data, International Merchandise Trade.

FRESH AND DRIED GRAPES *continued*

The Asian countries of Hong Kong, Indonesia, Malaysia and Singapore were the main markets for Australian fresh grapes, accounting for 76% of total fresh grape exports in 1996–97. The value of these exports was \$51.3 million. Exports of dried grapes to the European countries of Germany and the United Kingdom accounted for 47% of exports and Canada accounted for a further 30%. Turkey was the major supplier of dried grapes to the Australian market, with imports at 5,282 tonnes. This was 51% of total imports of 10,282 tonnes in 1996–97. Exports of dried grapes exceeded imports by 14,935 tonnes in 1996–97.

## EXPORTS AND IMPORTS OF FRESH AND DRIED GRAPES, By Country

	1994–95.....		1995–96.....		1996–97.....	
	Quantity	Value	Quantity	Value	Quantity	Value
	t	\$'000	t	\$'000	t	\$'000
<b>Exports of fresh grapes</b>						
Hong Kong	1 805	5 186	2 913	6 950	5 375	14 358
Indonesia	4 077	8 642	4 993	10 227	5 197	12 702
Malaysia	1 831	4 343	3 798	8 557	4 972	11 927
New Zealand	1 127	2 501	1 736	3 078	2 089	4 023
Singapore	2 954	7 993	4 245	9 702	4 938	12 353
Thailand	206	652	872	2 691	1 700	5 532
Other countries	1 359	3 020	2 499	5 513	2 603	5 770
<b>Total</b>	<b>13 359</b>	<b>32 337</b>	<b>21 056</b>	<b>46 718</b>	<b>26 874</b>	<b>66 665</b>
<b>Imports of fresh grapes</b>						
New Zealand	2	12	—	—	5	32
<b>Total</b>	<b>2</b>	<b>12</b>	<b>—</b>	<b>—</b>	<b>5</b>	<b>32</b>
<b>Exports of dried grapes</b>						
Canada	1 477	2 972	1 948	4 173	7 640	16 055
Germany	3 647	7 688	4 815	11 437	8 682	17 021
Japan	525	1 123	685	1 555	1 160	2 348
New Zealand	2 273	4 574	2 031	4 642	2 315	4 806
United Kingdom	4 000	7 880	3 248	6 924	3 061	7 125
Other countries	2 760	5 405	2 489	5 544	2 359	4 747
<b>Total</b>	<b>14 681</b>	<b>29 642</b>	<b>15 216</b>	<b>34 275</b>	<b>25 217</b>	<b>52 102</b>
<b>Imports of dried grapes</b>						
Greece	706	1 030	570	1 045	2 255	3 382
Iran	1 265	1 416	2 461	2 921	2 133	2 394
Turkey	4 921	5 934	5 689	7 399	5 282	7 430
Other countries	477	710	545	793	612	956
<b>Total</b>	<b>7 369</b>	<b>9 090</b>	<b>9 265</b>	<b>12 158</b>	<b>10 282</b>	<b>14 162</b>

Source: Unpublished data, International Merchandise Trade.

## GRAPE JUICE

In 1996–97 Australia exported 3.5 million litres of grape juice valued at \$9.2 million. Grape juice including grape must is defined as unfermented juice not containing added spirit and with an alcoholic strength by volume not exceeding 0.5%.

## CHAPTER 10

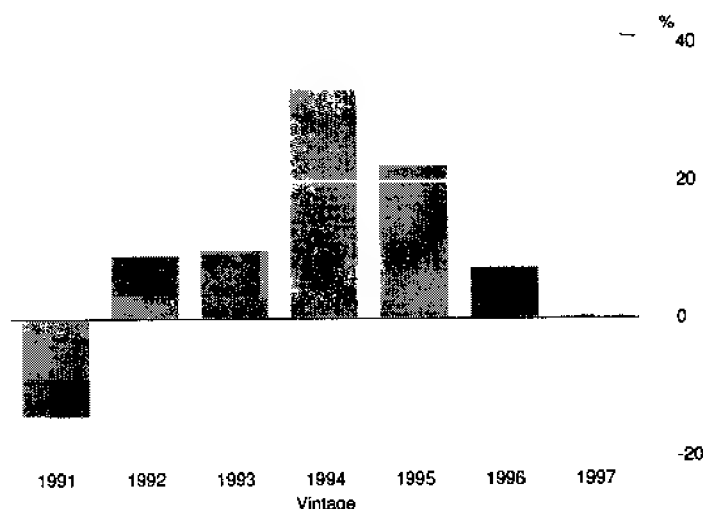
## GRAPE AND WINE PRICES .....

### WINE GRAPE PRICES

In recent years the prices paid for grapes used in the production of wine have increased in Australia. Following a 14% fall in prices paid for the 1991 vintage, grape prices have risen each year. Average grape prices for the 1997 vintage were up 0.4%, a slowing of the substantial increases recorded for the 1994 and 1995 vintages in particular. Over the last six vintages, grape prices have increased 93%.

Over the last two years the collection of price data has been extended so that weighted average prices for various grape varieties are now available at the Australian level and for major grape growing regions. For 1997 these data indicate an increase in average weighted price for red grapes of 3.4% but a fall of 1.7% for white grapes. Using the weighted average prices for each grape type, the 1997 grape harvest for winemaking was estimated to be worth \$298.4 million for red grapes and \$291.4 million for white grapes.

PRICE INDEX OF GRAPES USED IN WINE PRODUCTION(a)



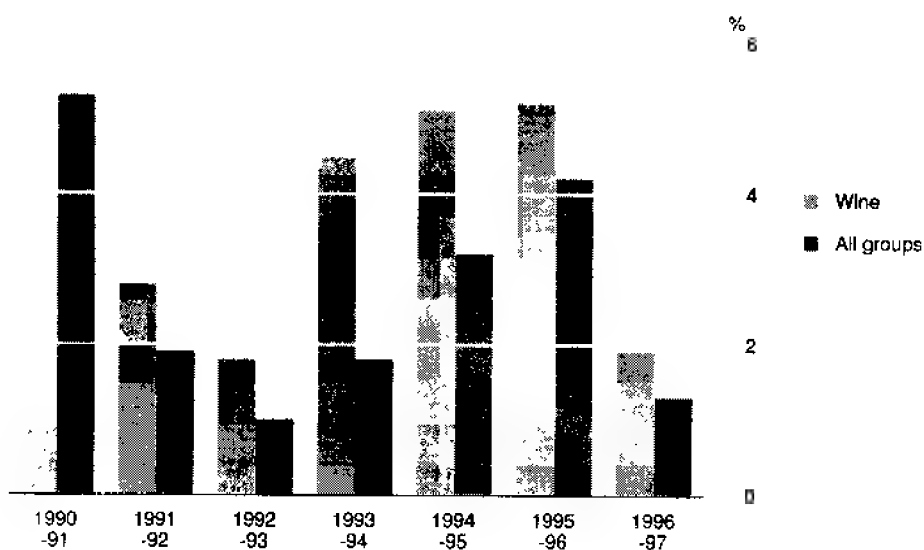
(a) Percentage change on previous vintage.

Source: *Price Indexes of Materials Used in Manufacturing Industries, 1997* (Cat. no. 6411.0).

### WHOLESALE AND RETAIL WINE PRICES

Prices received by winemakers for wine have generally shown steady growth in recent years, although this trend was not as strong for 1996-97. The 3% increase in wholesale prices for wine in 1996-97 reflects a price increase of 4% for table wine and an increase of 3% for fortified wine. Between 1989-90 and 1996-97 wholesale prices for wine rose by 26%, with table wine rising by 27% and fortified wine by 20%. At the retail level, wine price rises have also shown steady growth in recent years to record an increase of 24% since 1989-90, very similar to the wholesale price increase.

## CONSUMER PRICE INDEX(a)

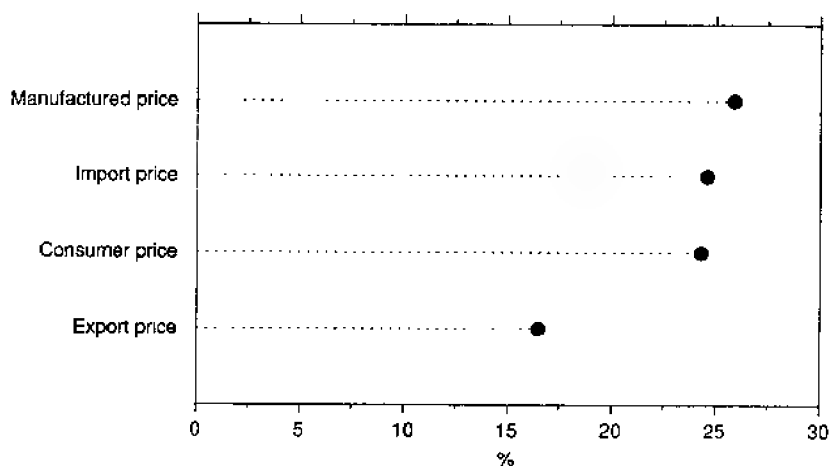


(a) Percentage change on previous financial year.

Source: *Consumer Price Index, 1997* (Cat. no. 6401.0).

During the last six financial years retail wine prices rose more steeply than the general consumer price index. The retail wine group index for 1996-97 increased by 1.9%, while the all groups index rose by 1.3%. This compares with increases of 5.2% for wine and 4.2% for all groups the previous financial year. The impact of a significant increase in grape prices and the influence of increasing wine exports would have contributed to increases in wine prices.

## SELECTED PRICE INDEXES OF WINE(a)



(a) Percentage change 1989-90 to 1996-97.

Source: *Price Indexes of Materials Used in Manufacturing Industries, 1997* (Cat. no. 6411.0), Unpublished data Export Price Index, Unpublished data, Import Price Index and *Consumer Price Index, 1997* (Cat. no. 6401.0).

## EXPORT AND IMPORT PRICES

Export prices for table wine rose by 7% between 1989-90 and 1990-91. Over the next five financial years the rate of increase remained very subdued until a 6% increase was recorded for 1996-97.

## SELECTED PRICE INDEXES, Percentage Change

Period	MANUFACTURING INDUSTRY.....				CONSUMER..		EXPORT	IMPORT
	Wine grapes	Table wine	Fortified wine	Wine	Wine	All groups	Table wine	Wine
1990-91	-14.1	-3.3	2.7	-1.6	0.9	5.3	7.0	12.1
1991-92	9.2	5.9	-1.0	4.2	2.8	1.9	0.4	5.5
1992-93	9.9	2.7	3.1	2.8	1.8	1.0	1.6	5.8
1993-94	33.4	3.8	3.2	3.6	4.5	1.8	0.2	-5.8
1994-95	22.2	6.5	4.1	5.9	5.1	3.2	1.0	3.1
1995-96	7.5	5.6	3.8	5.2	5.2	4.2	-0.6	3.0
1996-97	0.4	3.5	2.9	3.4	1.9	1.3	6.2	-0.6
1989-90 to 1996-97	81.5	27.1	20.2	25.9	24.3	20.3	16.5	24.6

Source: *Price Indexes of Materials Used in Manufacturing Industries, 1997* (Cat. no. 6411.0),  
Unpublished data, Export Price Index, Unpublished data, Import Price Index and  
*Consumer Price Index, 1997* (Cat. no. 6401.0).

In 1996-97 the import price index fell slightly. The index did fall in 1993-94, but otherwise has risen.

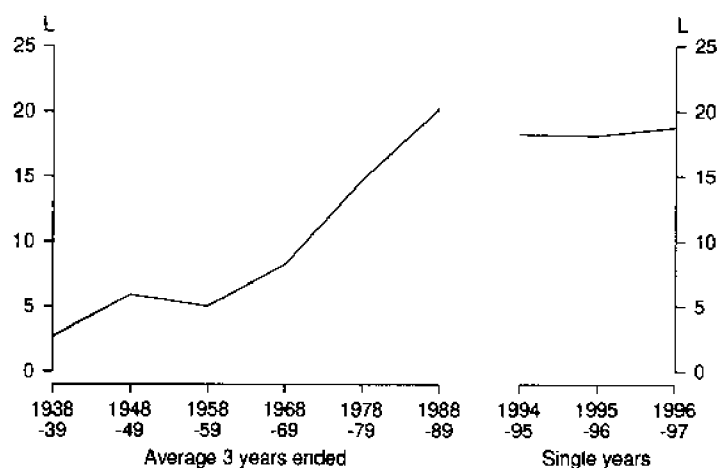
Data on the consumption of wine in Australia are available from measures of apparent consumption of foodstuffs and nutrients and from periodic surveys in which members of individual households provide information on their consumption of alcohol. Details of household spending on alcohol are also available from a periodic household expenditure survey.

#### APPARENT CONSUMPTION

Using aggregates of domestic sales of wine by winemakers and imports cleared for home consumption, estimates of wine available for consumption are made each year and a mean population is applied to derive per capita apparent consumption. Per capita consumption of wine in Australia has recorded strong growth since the late 1930s, rising from 2.7 litres over the three years to 1938–39 to 20.2 litres over the three years to 1988–89. The growth in each decade of the 50-year period was interrupted only by a dip at the end of the 1950s.

The more than sevenfold increase in average wine consumption which has occurred in this 50-year period can be contrasted with a twofold increase in beer consumption over the same period, rising from 53.2 litres in 1938–39 to 111.6 litres in 1988–89.

#### PER CAPITA CONSUMPTION OF WINE(a)



Source: *Apparent Consumption of Foodstuffs and Other Nutrients, Australia, 1993-94* (Cat. no. 4306.0).

In recent years per capita consumption of wine had fallen to 17.8 litres in 1990–91, but since then has been between 18.1 and 18.8 litres. In 1996–97, 347 million litres of wine were consumed in Australia, a 6% increase on the previous year. Based on the population aged 18 years and over the 1996–97 apparent consumption of wine was 25.3 litres per person, a slight increase on the past few years.

## APPARENT PER CAPITA CONSUMPTION OF ALCOHOL

	1989-90	1990-91	1991-92	1992-93	1993-94	1994-95p	1995-96p	1996-97p
BEVERAGE (litres)								
Wine	18.5	17.8	18.6	18.2	18.5	18.2	18.1	18.8
Beer	113.9	110.6	104.0	99.6	98.0	96.9	95.4	94.7
ALCOHOL (litres of alcohol)								
Wine	2.2	2.1	2.2	2.1	2.1	2.1	2.1	2.2
Beer	5.1	4.9	4.5	4.3	4.3	4.3	4.2	4.1
Spirits	1.3	1.2	1.1	1.2	1.4	1.4	1.4	1.3
<b>Total alcohol</b>	<b>8.5</b>	<b>8.2</b>	<b>7.8</b>	<b>7.6</b>	<b>7.8</b>	<b>7.7</b>	<b>7.6</b>	<b>7.6</b>

Source: *Apparent Consumption of Foodstuffs and Nutrients, Australia, 1993-94* (Cat. no. 4306.0).

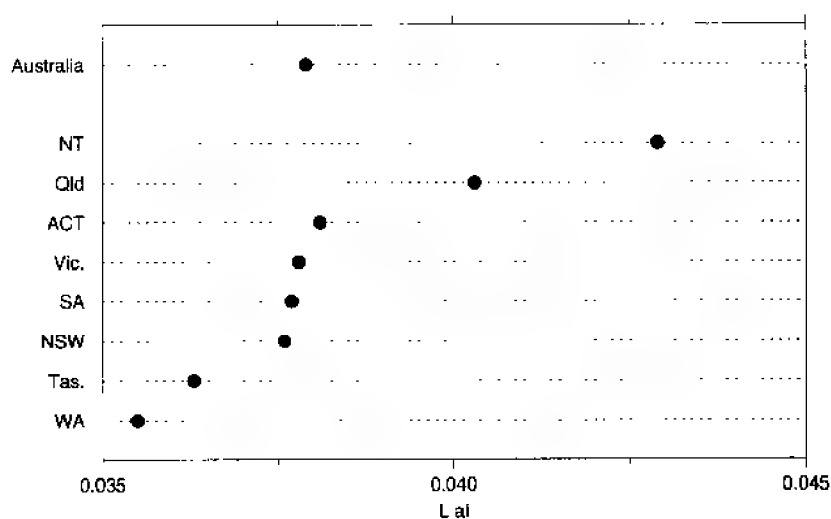
*Apparent Consumption of Selected Foodstuffs, Australia, Preliminary, 1996-97*  
(Cat. no. 4315.0).

## CONSUMPTION PATTERNS

Results from the 1995 National Health Survey indicate that an estimated 55% of the adult population (those aged 18 years and over) consumed a drink containing alcohol in the week prior to the survey. The average daily consumption of alcohol of people who drank wine was 0.038 litres of alcohol, well below that for beer (0.060 litres of alcohol) and spirits (0.054 litres of alcohol).

Alcohol consumption through wine varied between the States and Territories with the Northern Territory recording the highest consumption (0.043 litres of alcohol) and Western Australia (0.036 litres of alcohol) the lowest. The daily amount of alcohol consumed through wine decreased with age, with people aged 18 to 24 years having the highest average intake of 0.055 litres of alcohol per day, compared with 0.029 litres of alcohol for people aged 65 to 74 years. Males consumed 0.046 litres of alcohol through the consumption of wine compared with the average female consumption of 0.032 litres of alcohol.

## AVERAGE DAILY WINE CONSUMPTION BY STATE

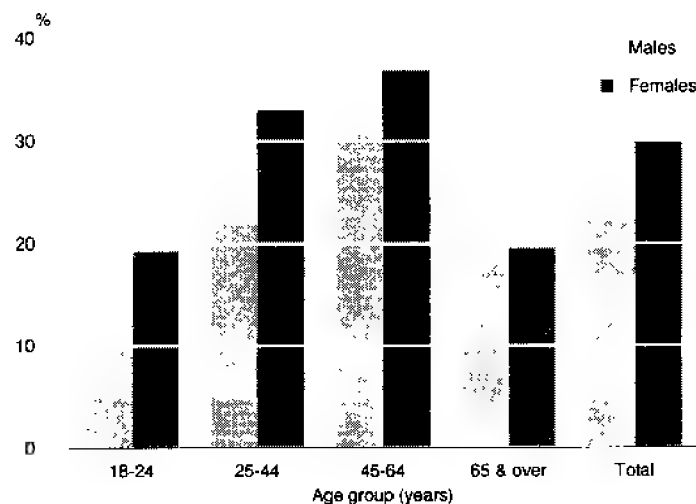


Source: *National Health Survey, Summary of Results, Australia, 1995* (Cat. no. 4364.0).

## PROFILE OF WINE DRINKERS

It is estimated that approximately 3.4 million people, or 26% of the population aged 18 years and over, drank some wine in any week in 1994–95. Nearly 30% of females drank wine compared with 22% of males. In the 65 and over age group, a similar proportion of males and females drank wine, whereas in the age groups between 18 and 64 years, a higher proportion of females drank wine.

## PERSONS WHO DRANK WINE—1994–95



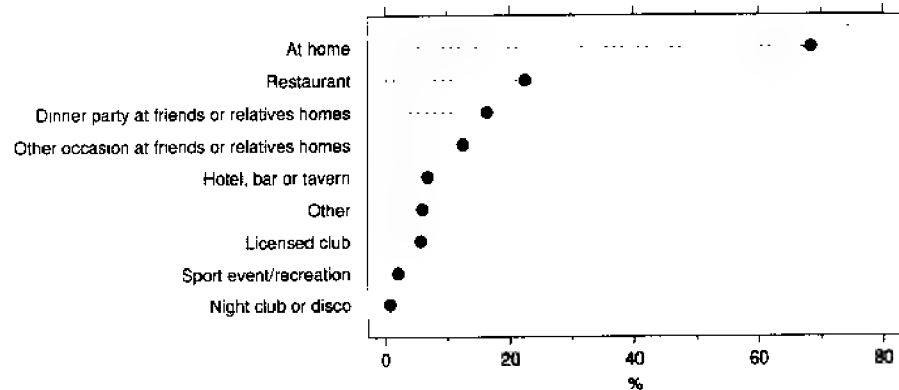
Source: Unpublished data, Population Survey Monitor.

White wine was more likely to have been consumed by females than males. It is estimated that 21% of females drank white wine compared with 12% of males. The reverse was true for red wine consumption — 10% of males compared with 8% of females. Sparkling wine was consumed by 5% of the adult population, and 3% drank fortified wine.

PROFILE OF WINE DRINKERS *continued*

It is estimated that 72% of those persons who drank wine consumed wine mainly with a meal. Wine was consumed at home by 68% of wine drinkers, while 29% drank wine at homes of friends or relatives and 22% at restaurants. Saturday was the most popular day of the week for drinking wine with 71% of wine drinkers consuming on that day, followed by Sunday (57%) and Friday (54%).

## PLACE WHERE WINE WAS CONSUMED—1994–95



Source: Unpublished data, Population Survey Monitor.

## HOUSEHOLD EXPENDITURE ON WINE

During 1993–94 Australian households spent an average of \$3.76 per week on wine. Households in the Australian Capital Territory spent the most with \$5.87 and those in Tasmania the least (\$2.90). Australian Capital Territory households also had the highest proportion of their total expenditure on alcohol spent on wine (31%) while Darwin households spent 16% of total weekly alcohol expenditure on wine.

## AVERAGE WEEKLY HOUSEHOLD EXPENDITURE, Alcoholic Beverages

	NSW	Vic.	Qld	SA	WA	Tas.	NT(a)	ACT	Aust.
	\$	\$	\$	\$	\$	\$	\$	\$	\$
Wine	4.10	3.65	3.18	3.81	3.70	2.90	4.20	5.87	3.76
Beer	9.41	8.45	10.37	7.82	9.94	9.55	13.26	8.51	9.29
Spirits	2.84	3.16	3.30	3.90	3.35	1.74	4.63	3.06	3.13
<b>Total(b)</b>	<b>17.85</b>	<b>18.52</b>	<b>17.92</b>	<b>16.45</b>	<b>18.19</b>	<b>15.42</b>	<b>25.94</b>	<b>18.65</b>	<b>17.46</b>

(a) Darwin and environs only.

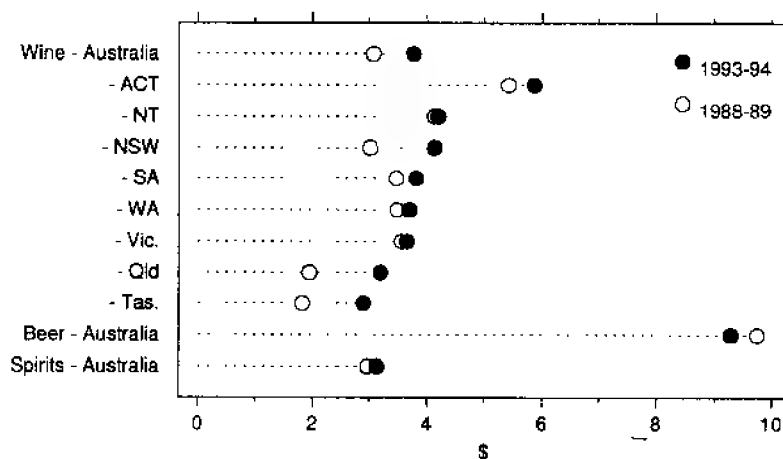
(b) Including alcoholic beverages n.e.c.

Source: Household Expenditure Survey, Australia, Detailed Expenditure Items, 1993–94 (Cat. no. 6535.0).

EXPENDITURE ON WINE *continued*

From 1988–89 to 1993–94 there has been a 22% increase in weekly expenditure on wine, compared with a 5% fall over the same period in beer expenditure. Weekly beer expenditure of \$9.29 was over half (53%) of the total weekly alcohol expenditure in 1993–94. Expenditure on spirits increased marginally over the five-year period to \$3.13. The percentage increase in wine expenditure was greater than that of non-alcoholic beverages, which increased by 14% over the same period.

## AVERAGE WEEKLY HOUSEHOLD EXPENDITURE, Alcoholic Beverages



Source: Household Expenditure Survey, Australia, Detailed Expenditure Items, 1993–94 (Cat. no. 6535.0).

## CHAPTER 12

### PERSONS EMPLOYED IN THE WINE AND GRAPE PRODUCTION INDUSTRIES .....

The Population Census of 6 August 1996 identified 7,420 persons whose main job was in grape growing and 8,328 persons whose main job was in the manufacturing or blending of wine. This excludes casual workers such as grape pickers and other seasonal workers not working in those industries in the week prior to the Census. It also excludes people who worked in wine and grape production as a second job. Of the grape industry workers, 44% were farmers and farm managers, 41% were agriculture and horticulture labourers and 2% were plant and machine operators. For the wine manufacturing industry, 7% were farmers and farm managers, 21% were agriculture and horticulture labourers, 4% were plant and machine operators, 14% were clerical sales and service workers, 10% were professionals and 5% were technicians and associate professionals.

A further 4,878 persons were employed in establishments mainly engaged in wholesaling beer, wine and spirits and 7,639 persons were employed in retail liquor stores.

Just over 72% of all persons employed in the grape growing industry were employees compared with 96% in wine manufacturing and 91% across all industries.

At the time of the Census, the proportion of persons working full-time in the grape growing and wine manufacturing industries was slightly higher than for all industries.

#### LABOUR FORCE, Selected Characteristics of Employed Persons—1996 .....

	<i>Grape growing</i>	<i>Wine manufacturing</i>	<i>All industries</i>
	%	%	%
.....			
<b>Status in employment</b>			
Employee	72.2	95.9	90.6
Employer	9.2	1.5	2.5
Own account worker	15.3	1.8	5.8
Contributing family worker	3.3	0.7	1.0
Full-time	71.3	75.7	67.8
Part-time	27.7	23.5	29.9
Not stated	1.1	0.8	2.2
<b>Annual individual income</b>			
Less than \$15 600	33.1	18.5	22.8
\$15 600–\$25 999	38.9	39.1	28.2
\$26 000–\$51 999	19.8	34.0	37.6
\$52 000 and over	5.7	6.7	9.3
Not stated	2.6	1.7	2.0

Source: Unpublished data, 1996 Census of Population and Housing.

There was a higher proportion of low income earners, (workers with an annual income of less than \$15,600) in the grape growing industry (33%) than in wine manufacturing (19%) and for all industries (23%). At the upper end of the income ranges, 6% of workers whose main job was in the grape growing industry earned \$52,000 or more compared with 7% in the wine manufacturing industry. Both figures are lower than that for all industries (9%).

Educational qualifications were less common among workers in both the grape growing and wine manufacturing industries than the average across all industries. Of those employed in grape growing, 6% had a degree or higher compared with 10% in wine manufacturing and 16% for all industries.

The grape growing and wine manufacturing industries have a slightly higher male to female ratio than for all industries. Grape growing workers tend to be older with 42% aged 45 years and over compared with 29% of wine manufacturing workers.

The grape growing and wine manufacturing industries have a higher proportion of Australian-born workers compared with all industries. However, of those grape growing workers born overseas, the proportion of workers born in southern Europe was more than four times that of wine manufacturing and more than twice that of all industries.

#### SOCIAL CHARACTERISTICS OF EMPLOYED PERSONS—1996

	<i>Grape growing</i>	<i>Wine manufacturing</i>	<i>All industries</i>
	%	%	%
<b>Level of highest qualification</b>			
Degree or higher	5.7	10.1	15.5
Other qualification	18.0	22.9	26.0
No qualification	71.0	61.1	51.3
Inadequately described or not stated	5.3	5.8	7.3
<b>Sex</b>			
Male	67.8	63.2	55.9
Female	32.2	36.8	44.1
<b>Age (years)</b>			
15-24	13.9	16.7	18.0
25-34	19.5	26.8	25.4
35-44	24.6	27.6	26.3
45-54	23.8	19.9	20.9
55 or more	18.3	9.0	9.5
<b>Birthplace</b>			
Australia	81.7	84.5	74.5
Overseas main English speaking countries	5.7	9.0	11.1
Southern Europe	7.8	1.9	3.5
Other Europe	1.8	2.0	2.6
Other	3.0	2.6	8.3

Source: Unpublished data, 1996 Census of Population and Housing.

# CHAPTER 13

## WORLD COMPARISONS .....

Australia is expanding its area of vines despite a world trend of falling grape production and consumption. Of the countries for which 1995 data are available, Australia ranked twenty-fourth for area of vines. Unfavourable seasonal conditions contributed to Australia's ranking falling to sixteenth for total grape production, tenth for wine production and twelfth for wine exports.

### GRAPE PRODUCTION, AREA OF VINES AND YIELD

World grape production in 1995 fell 1% to 54.1 million tonnes, continuing a trend evident since 1987. Production of grapes in Australia in 1995 was 1.4% of the world total, down from 1.7% in 1994.

### GRAPE PRODUCTION, Area of Vines and Yield of Selected Countries—1995 .....

Country	PRODUCTION.....			
	Total grapes '000 t	Wine grapes '000 t	Area of vines(a) '000 ha	Yield t/ha
Italy	8 433.4	7 203.6	927	9.1
France	7 208.4	7 080.3	926	7.8
United States of America	5 385.3	n.a.	305	17.7
Spain	3 085.4	2 693.7	1 235	2.5
Argentina	2 854.8	2 787.3	210	13.6
Turkey	2 296.9	92.3	570	4.0
Iran	1 900.0	n.a.	245	7.8
China	1 741.7	n.a.	152	11.5
Chile	1 526.2	452.5	114	13.4
South Africa	1 392.0	1 063.9	103	13.5
Germany	1 375.0	n.a.	104	13.2
Romania	1 313.9	1 173.5	253	5.2
Greece	1 189.2	545.5	134	8.7
Portugal	950.9	800.9	261	3.6
Brazil	884.8	455.9	60	14.7
<b>Australia</b>	<b>766.9</b>	<b>575.0</b>	<b>73</b>	<b>10.5</b>
Bulgaria	692.0	n.a.	134	5.2
Moldova	672.1	n.a.	169	4.0
Uzbekistan	576.8	n.a.	125	4.6
Azerbaijan	550.0	n.a.	130	4.2
Hungary	544.2	496.1	131	4.2
Ukraine	457.0	n.a.	165	2.8
Former Yugoslav Republics of Serbia and Montenegro	433.2	n.a.	87	5.0
Russian Federation	300.6	n.a.	103	2.9
Algeria	180.0	n.a.	90	2.0
Other countries	7 366.0	n.a.	962	7.7
<b>World total</b>	<b>54 056.7</b>	<b>n.a.</b>	<b>7 768</b>	<b>7.0</b>

(a) Includes area of vines not yet bearing.

Source: Office International de la Vigne et du Vin (OIV), 1996.

GRAPE PRODUCTION, AREA OF VINES AND YIELD *continued*

In Australia, 75% of all grapes grown were used for winemaking, with the balance used for drying (19%) and table and other uses (6%). The world's two largest producers, Italy and France, used a higher proportion of their grape production for winemaking; 85% and 98% respectively.

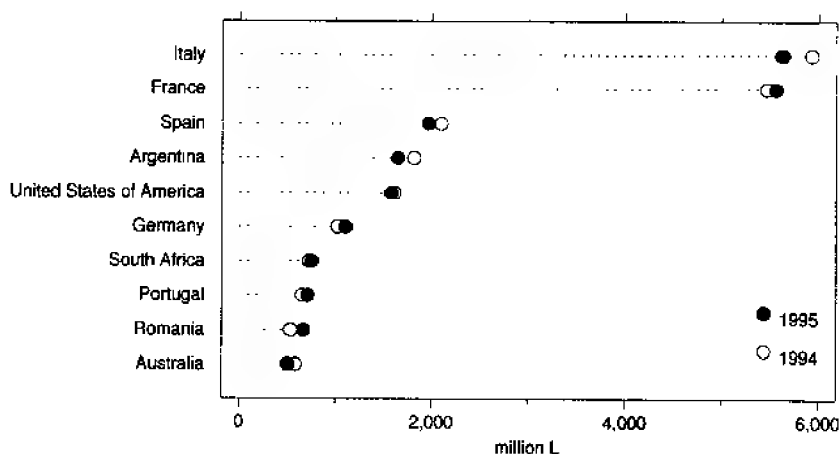
The area of vines in the world fell 248,000 hectares in 1995 to 7,768,000 hectares, continuing a decline from the 8,539,000 hectares recorded in 1991. The area under vines in Australia increased 6,000 hectares to 73,000 hectares and was 0.9% of the world total. Spain, the largest cultivator, had an area of vines almost 17 times greater than the Australian area.

Unfavourable seasonal conditions and a higher proportion of vines not yet bearing in Australia contributed to a fall in yield from 13.7 tonnes of grapes per hectare in 1994 to 10.5 tonnes per hectare in 1995. Of the countries in the above table, the United States of America had the highest yield with 17.7 tonnes per hectare. The largest cultivator, Spain, had a yield of 2.5 tonnes per hectare in 1995.

## WINE PRODUCTION

Australia ranked tenth in volume of world wine production in 1995. Australia produced 2% of the world total and Italy produced approximately 11 times as much wine as Australia. Italy and France together produced 45% of world production.

## PRODUCTION OF WINE, Principal Countries



Source: Office International de la Vigne et du Vin (OIV), 1996.

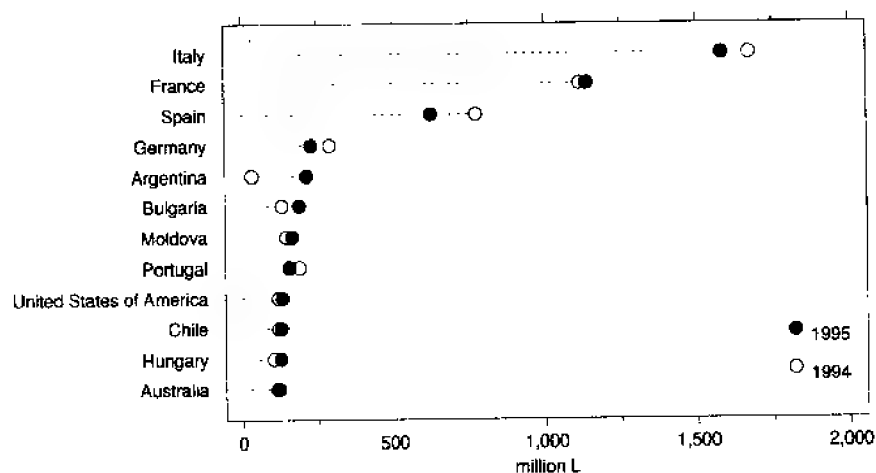
## EXPORTS OF WINE

The countries exporting the largest volumes of wine were Italy, France and Spain, with Italy exporting almost 14 times the volume of Australian wine exports.

In 1995 Australia exported 114.8 million litres of wine, which was a decrease of 4% from the 120.1 million litres reported in 1994. Australia's ranking moved from eighth to twelfth.

Australia exported 23% of its total wine production while Italy exported 28% and France exported 20%.

## EXPORTS OF WINE, Principal Countries



Source: Office International de la Vigne et du Vin (OIV), 1996.

## WINE PRODUCTION, EXPORTS AND CONSUMPTION, Selected Countries—1995

Country	Wine production million L	Share of world production %	Wine exports million L	Exports as a proportion of production %	Wine consumption million L	Per capita consumption
Italy	5 629.4	22.8	1 583.2	28.1	3 302.5	(a)59.6
France	5 561.0	22.6	1 139.6	20.5	3 651.5	63.0
Spain	1 964.0	8.0	626.0	31.9	1 500.0	38.3
Argentina	1 644.3	6.7	214.8	13.1	1 388.8	42.3
United States of America	1 580.0	6.4	132.9	8.4	1 700.0	(a)6.7
Germany	1 105.0	4.5	230.2	20.8	1 900.0	(b)22.9
South Africa	754.6	3.1	71.2	9.4	410.2	9.6
Portugal	713.2	2.9	155.3	21.8	576.0	58.1
Romania	672.0	2.7	27.4	4.1	661.6	28.8
<b>Australia</b>	<b>502.8</b>	<b>2.0</b>	<b>114.8</b>	<b>22.8</b>	<b>327.5</b>	<b>18.2</b>
China	(c)360.0	(c)1.5	(c)2.6	(c)0.7	354.5	(b)0.8
Hungary	328.9	1.3	126.9	38.6	308.7	(a)30.0
Chile	316.7	1.3	129.0	40.7	213.2	15.0
Bulgaria	220.0	0.9	189.7	86.2	70.9	(b)12.4
Other countries	3 290.4	13.3	n.a.	n.a.	5 481.4	n.a.
<b>World total</b>	<b>24 642.3</b>	<b>100.0</b>	<b>n.a.</b>	<b>n.a.</b>	<b>21 846.8</b>	<b>n.a.</b>

(a) 1994.

(b) 1993.

(c) Includes Taiwan.

Source: Office International de la Vigne et du Vin (OIV), 1996.

## CONSUMPTION

Nearly one-third (32%) of world consumption of wine was in France and Italy in 1995. In comparison, Australia consumed 1% or 327.5 million litres. Germany, a large producer, consumed 795.0 million litres more than it produced.

Consumption in Australia of 18.2 litres for each person in 1995 compares with 58 litres or more recorded by France, Italy and Portugal.

## TABLE AND DRIED GRAPES

Statistics available on table and dried grapes in 1995 are incomplete. Australia produced 44,500 tonnes of table grapes (less than 1% of world production of 7,324,900 tonnes). Italy was the largest producer followed by the United States of America and Chile. Australia exported 14,000 tonnes of table grapes compared with the largest exporter, Italy, with 506,000 tonnes.

## PRODUCTION AND EXPORTS OF TABLE AND DRIED GRAPES—1995

Country	TABLE GRAPES(a).....		DRIED GRAPES(b).....	
	Production	Exports	Production	Exports
	'000 t	'000 t	'000 t	'000 t
Italy	1 229.8	506.0	n.a.	0.4
United States of America	(c)907.2	218.9	344.0	123.0
Chile	888.5	447.9	31.8	28.9
Turkey	862.7	26.3	335.5	169.7
Brazil	428.9	7.1	n.a.	n.a.
Spain	386.0	91.6	1.5	0.2
Greece	257.0	104.2	64.8	51.0
Japan	228.7	n.a.	n.a.	n.a.
Syria	192.0	n.a.	11.5	n.a.
Afghanistan	158.0	n.a.	28.0	20.0
South Africa	151.8	98.8	42.0	19.8
Portugal	150.0	n.a.	n.a.	n.a.
Romania	140.2	0.2	n.a.	n.a.
Morocco	135.9	n.a.	0.9	n.a.
France	128.1	16.2	n.a.	1.2
Egypt	126.0	1.3	n.a.	n.a.
Mexico	110.0	92.0	18.0	9.6
Algeria	109.9	n.a.	n.a.	n.a.
Hungary	48.1	17.0	n.a.	0.1
<b>Australia</b>	<b>44.5</b>	<b>14.0</b>	<b>32.7</b>	<b>12.1</b>
Iran	30.0	n.a.	90.0	55.0
Netherlands	n.a.	65.2	n.a.	8.4
Uzbekistan	n.a.	n.a.	n.a.	16.0
Other countries	611.6	n.a.	19.2	n.a.
<b>World total</b>	<b>7 324.9</b>	<b>n.a.</b>	<b>1 019.9</b>	<b>n.a.</b>

(a) Data from significant producers India and the former USSR are not available.

(b) Data from India and Iraq not available.

(c) California only.

Source: Office International de la Vigne et du Vin (OIV), 1996.

Australia contributed 3% (32,700 tonnes) of the world dried grape production in 1995 compared with the largest producer, the United States of America, with 344,000 tonnes and world production of 1,019,900 tonnes. Australia exported 12,100 tonnes of dried grapes compared with the largest exporter, Turkey, with 169,700 tonnes.

## IMPORTS

Australia is a relatively small importer of grape products. In 1995 Australia imported 21.8 million litres of wine, no table grapes and 5,000 tonnes of dried grapes. Germany was the largest importer of wine followed by the United Kingdom and France and these three countries combined took nearly half (44%) of the world imports of 4,781.3 million litres. Germany was also the largest importer of table grapes and the second largest of dried grapes. The United Kingdom was the largest dried grape importer, taking 18% of the world imports with 105,800 tonnes. The United States of America was the second largest importer of table grapes.

## IMPORTS OF WINE, TABLE AND DRIED GRAPES, Selected Countries—1995

	Wine	Table grapes	Dried grapes
Country	million L	'000 t	'000 t
Germany	877.1	336.6	62.7
United Kingdom	639.4	124.1	105.8
France	600.0	114.2	22.1
Russian Federation	300.0	n.a.	34.5
United States of America	275.3	324.0	12.0
Spain	235.6	11.3	8.4
Belgium and Luxembourg	229.9	36.5	12.9
Netherlands	188.3	98.9	48.6
Switzerland	187.4	36.1	4.4
Canada	147.7	147.0	29.1
Denmark	129.8	9.9	6.1
Japan	107.7	8.6	29.2
Sweden	87.4	n.a.	5.4
Portugal	75.6	n.a.	1.7
Poland	60.0	n.a.	8.0
Angola	38.0	n.a.	n.a.
Czech Republic	35.5	18.6	3.2
Norway	32.0	n.a.	3.5
New Zealand	25.5	n.a.	7.9
Brazil	22.6	8.4	38.8
Slovenia	22.5	n.a.	0.7
Lithuania	21.8	n.a.	0.9
<b>Australia</b>	<b>21.8</b>	—	<b>5.0</b>
Other countries	420.4	n.a.	140.6
<b>World total</b>	<b>4 781.3</b>	<b>n.a.</b>	<b>591.5</b>

Source: Office International de la Vigne et du Vin (OIV), 1996.

## WORLD TRENDS

World wine consumption for 1995 increased by 1% from 21,548.2 million to 21,846.8 million litres, after a downward trend since 1980. In 1995, world wine production fell by 2% from 25,180.0 million to 24,642.3 million litres, continuing a downward trend since 1982. Production exceeded consumption by 2,635.5 million litres (11% of production). This surplus was 27% less than that of 1994 and continues a downward trend since 1992.

Since the 1980s total wine consumption by Australians has remained steady and in 1995 was 327.5 million litres. Against the background of global contraction Australia has increased production by 25% since the early 1980s, and increased exports almost fourteen-fold.

## SOURCE

The international comparisons in this section are sourced from the Office International de la Vigne et du Vin (OIV), are incomplete or inaccurate for some countries and are subject to revision. The OIV does not distinguish zero and not available figures in its statistical publication and these have been shown as 'n.a.' (not available) in this section. The Australian figures used in this world comparison have been revised in the earlier chapters of the compendium, e.g. Chapter 2, Grape Growing, and Chapter 4, Wine Production, but the original figures are shown here to enable a world comparison to be made. The OIV requests calendar year data and the ABS complies with this where possible.

## EXPLANATORY NOTES .....

### INTRODUCTION

**1** Most of the data used in this publication were obtained from various ABS collections for which publications with appropriate Explanatory Notes are already available. The List of References contains a list of these publications. However, much of the data contained in Chapters 2, 4, 5, 6 and 7 are only available in this publication and the following notes are provided to assist users.

**2** Chapter 2 replaces the previous publication *Viticulture, Australia* (Cat. no. 7310.0) and contains information on area of vines and production of red and white grapes for the 1996-97 season. Details are shown at the level of major grape growing regions, States and Australia. Varietal data are shown at the Australian level only, but are available on a regional basis for a charge, on application to the ABS. The continuing collection of varietal data is partly funded by the Grape and Wine Research and Development Corporation.

**3** Chapters 4, 6 and 7 contain information on commercial production of wine, materials used in winemaking and stocks of wine, brandy, grape spirit and unfermented grape juice classified according to end use. Chapter 5 has a table showing small area data on wine production for South Australia and New South Wales. Small area data for other States may be available on request.

**4** Differences exist between the grape production intended for winemaking reported by grape growers in the viticulture collection and the quantity of fresh grapes crushed by winemakers reported in the Wine and Spirit Production collection. While the viticulture data in this publication are preliminary, the size of the discrepancy is being investigated. Differences in the collection methodologies, as outlined below, mean some difference should always be apparent between the series.

### SCOPE AND COVERAGE OF VITICULTURE SURVEY

**5** Agricultural statistics in Chapter 2 relate to the year ended 30 June and are derived from information obtained in a supplementary collection of all growers who reported vines in the annual Agricultural Census conducted at 31 March.

**6** The ABS has in the recent past excluded from the Census those establishments which make only a small contribution to overall agricultural production. From 1986-87 the scope of the Census included those establishments undertaking agricultural activity and having an estimated value of agricultural operations (EVAO) of \$20,000 or more. From 1991-92 to 1992-93, only those establishments with an EVAO of \$22,500 or more were included. From 1993-94, the Census was based on a scope of \$5,000 or more EVAO.

**7** The change in scope means viticulture results for the last four years are not directly comparable with previous results. To assist users in making comparisons, selected data from the 1993-94 viticulture collection were retabulated on both the \$5,000 and \$22,500 basis. Bridging tables were included in the publication *Viticulture, Australia, 1993-94* (Cat. no. 7310.0).

SCOPE AND COVERAGE OF VITICULTURE SURVEY *continued*

**8** Tasmanian data are derived from a collection undertaken by the Appellation of Origin Board under the authority of The Commissioner of Licensing. The scope of the collected data is the same as for other States.

**9** Statistics are provided for the several recognised grape producing regions of each State which are described below:

## New South Wales

*Hunter Valley* comprising the local government areas of Greater Cessnock, Muswellbrook, Scone and Singleton.

*Murrumbidgee Irrigation Area* comprising the local government areas of Leeton and Griffith.

*NSW Sunraysia* comprising the local government areas of Wakool, Balranald and Wentworth.

## Victoria

*Victorian Sunraysia* comprising the local government area of the Rural City of Mildura.

*Kerang-Swan Hill* comprising the local government areas of the Rural City of Swan Hill and the Shire of Gannawarra.

## South Australia

The regions adopted in South Australia correspond to the Phylloxera and Grape Industry Board's districts which are as follows:

*Central District* (including Kangaroo Island) comprising the district councils of Gumeracha, East Torrens, Onkaparinga, Stirling, Mount Barker, Willunga, Strathalbyn, Port Elliot and Goolwa, Victor Harbor, Yankalilla, and Kangaroo Island and the Corporations of Adelaide, Brighton, Burnside, Campbelltown, Glenelg, Happy Valley, Henley and Grange, Hindmarsh and Woodville, Kensington and Norwood, Marion, Mitcham, Munno Para, Nearluna, Payneham, Port Adelaide Enfield, Prospect, Salisbury, Tea Tree Gully, Unley, West Torrens, Elizabeth and the Municipalities of Gawler, Thebarton, St Peters and Walkerville.

*Barossa District* comprising the district councils of Barossa, Mallala, Kapunda and Light, those portions of the district council of Wakefield Plains south of the River Wakefield, the Hundreds of Dutton and Jellicoe in the district councils of Ridley-Truro.

*Waikerie and Lower Murray District* comprising the district councils of Morgan, Waikerie, Mannum, Murray Bridge and Meningie, and the Hundreds of Anna and Skurray in the district council of Ridley-Truro.

*North Murray District* comprising the district councils of Berri and Barmera and Renmark Paringa and the Hundred of Katarapko and the Counties of Young and Hamley not otherwise included.

*South Murray District* comprising the district councils of Loxton, Browns Well, Karoonda-East Murray, Peake, Lameroo and Pinnaroo.

Note: In some tables in this publication, the Waikerie and Lower Murray District, North Murray District and the South Murray District are combined to form 'Riverland'.

SCOPE AND COVERAGE OF VITICULTURE SURVEY *continued*

*Northern District* comprising those portions of the district council of Wakefield Plains north of the River Wakefield, the district councils of Clare, Riverton, Saddleworth and Auburn, Eudunda and Robertstown and the remainder of the State north and west of these areas which are not included in the above five districts.

*South Eastern District* comprising the district councils of Coonalpyn Downs, Tatiara and Lancelote and the remainder of the State south and south-east of these areas which are not included in the above districts.

## Western Australia

*Swan Shire* comprising the local government area of the Shire of Swan.

*Margaret River* comprising the local government areas of Augusta-Margaret River and Busselton.

## SCOPE AND COVERAGE OF WINE SURVEYS

**10** Wine production data are collected only from winemakers who crush more than 400 tonnes of grapes. The grapes crushed by these wineries includes grapes owned by others and crushed on a commission or contract basis, often for wine producers who don't have their own crushing facilities. These wineries account for approximately 98% of total crushings by all winemakers crushing 50 or more tonnes. Limited information on the quantity of grapes crushed and domestic wine sales are also obtained from winemakers crushing between 50 and 400 tonnes. The main purpose for this supplementary collection is to establish the scope and coverage of both the main production collection and the monthly wine sales collection.

**11** Details on stocks of Australian beverage wine by wine type are collected at 30 June from winemakers with wine sales of 250,000 litres or more in the previous year. All data are collected on an Australia-wide basis only and State figures are therefore not available. For 1996 and 1997 stocks included all Australian produced wines owned by the winemaker and held anywhere in Australia. In years previous to 1996, stocks included only those Australian produced wines held by winemakers on any of their own premises, regardless of ownership. This change in the measurement of stocks means that data for 1996 and 1997 are not directly comparable with earlier years.

**12** The number of winemakers who fall within the scope of the wine stocks collection (see paragraph 11 above) may vary from year to year as sales vary and individual wineries are included in, or excluded from, the sales collection. It is possible that stock data may vary slightly each year as new wineries, with either large or small stocks, come into the scope of the collection. In particular, the published (i.e. closing) stocks figures for any one year may not equate with the opening stocks for the following year.

**13** The wine content of products consisting of a mixture of wine and fruit juice, commonly known as 'coolers', is included in the appropriate wine category of the wine from which it is made, which is generally table wine.

## ABS PUBLICATIONS

**14** Current publications produced by the ABS are listed in the *Catalogue of Publications and Products* (Cat. no. 1101.0). The ABS also issues on Tuesdays and Fridays, a *Release Advice* (Cat. no. 1105.0) which lists publications to be released in the next few days. The Catalogue and Release Advice are available from any ABS office

## LIST OF REFERENCES .....

Much of the ABS data used in this publication were sourced from various ABS collections. In some cases previously unpublished more detailed data were used. In the list of ABS publications below a catalogue number is quoted whenever possible to enable users to access explanatory information about various data sets. Further enquiries about these data, and the availability of more detailed unpublished data, can be made either to Peter Carmalt by telephone, Adelaide (08) 8237 7632, or to the contact officer named in the specific publications.

*1996 Census of Population and Housing, Basic Community Profile*,  
Cat. no. 2722.0.

*Apparent Consumption of Foodstuffs and Nutrients, Australia, 1993-94*,  
Cat. no. 4306.0, ABS, Canberra.

*Apparent Consumption of Selected Foodstuffs, Australia, Preliminary, 1996-97*,  
Cat. no. 4315.0, ABS, Canberra.

*Consumer Price Index*, Cat. no. 6401.0, ABS, Canberra. —

*Export Price Index*, Cat. no. 6405.0, ABS, Canberra.

*Household Expenditure Survey, Australia: Detailed Expenditure Items, 1993-94*,  
Cat. no. 6535.0, ABS, Canberra.

*Import Price Index*, Cat. no. 6414.0, ABS, Canberra.

*International Merchandise Trade, Australia*, Cat. no. 5422.0, ABS, Canberra.

*Manufacturing Industry, Australia*, Cat. no. 8221.0, ABS, Canberra.

*National Health Survey, Summary of Results, Australia, 1995* Cat. no. 4364.0,  
ABS, Canberra.

*Population Survey Monitor*, Cat. no. 4103.0, ABS, Canberra.

*Price Indexes of Articles Produced by Manufacturing Industries*, Cat. no. 6412.0,  
ABS, Canberra.

*Price Indexes of Materials Used in Manufacturing Industries*, Cat. no. 6411.0,  
ABS, Canberra.

*Sales of Australian Wine and Brandy by Winemakers*, Cat. no. 8504.0, ABS,  
Canberra.

The following ABS surveys were used within this publication:

*Stocks of Australian Wine and Brandy, 30 June 1997*.

*Vineyards 1997*

*Wine and Spirit Production 1996-97*

*Wine Statistics 1996-97*.

Tinlot, Robert & Rousseau, Michèle 1995, *The State of Vitiviniculture in the World and the Statistical Information in 1994*, Office International de la Vigne et du Vin, Paris.







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